BETTER FARMING METHODS

NOVEMBER, 1961

A WATT PUBLICATION

★★★

Business Magazine for the Adoption Leaders of Agriculture

How California Whipped the Unions

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WILL THE FARMER LOSE HIS COUNTY AGENT?

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Head of the Federal Extension Service

Quick And Easy Way to Budget

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GOOD PASTURE TOPS $85 AN ACRE IN BEEF GAINS

What about returns from other uses of cropland? The agricultural feed grains program has released figures for diverted acres. By comparison, pastures produce attractive incomes. See what a few authoritative tests show.

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BETTER FARMING METHODS

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November, 1961 Vol. 33 No. 11

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Better Farming Methods is published monthly on the 1st of the month by Watt Publishing Co., Mount Morris, Ill. Telephone 4-4171.

SUBSCRIPTION RATES: Canada, United States and possessions, $5.00 per year. Foreign, $6.50 per year. Pan American, $6.00 per year. Single copies: 50 cents. All subscriptions start with current issue. Make all remittances payable to Better Farming Methods. If you change your address, notify us direct and give both your old and new address. Always state whether your subscription is new or renewal. Please renew by the same name and initials.

Printed in U.S.A. Member: Business Publication Audit of Circulation, Inc.; National Business Publications, Inc.

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Accepted as controlled circulation publication at Mount Morris, Illinois, and at Rochelle, Illinois.

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WASHINGTON NEWS

by Jay Richter

Who'll Do Our Public Relations?

It's an old saying, but it's still true. Something that is everybody's business is often nobody's business. What brings that old saw to mind is the recent special report from the Kennedy administration's National Agricultural Advisory Commission on improving the public relations of agriculture.

It's hard to find fault with any of the things the Commission says should be done. Few will quarrel with the statement that all groups interested in agriculture should work to improve public understanding of the farm problem. Few will object to the Commission's conclusion that the government should not dominate a PR program, but should supply basic factual material which can be used in a "concerted follow-through" by private groups.

It is, however, a simple and basic truth that an effective public relations campaign needs a single, well-organized and well-financed directing group. This does not now exist. If an attempt were made to set one up, the group might well be ignored or treated with suspicion by some segments of American agriculture.

The picture of the American farmer the National Farmers Union wants to give the general public is not the same picture the American Farm Bureau wants to present. The public relations "image" presented by some big "agri-business" groups might not be the sort of thing some farm commodity groups would want to support.

There are some areas in which most elements in U.S. agriculture might be able to get together in a public relations campaign. The Advisory Commission touched on some of these in its report — the relationship of food supplies to the consumer, the importance of agriculture in maintaining a strong national defense.

The Commission's view is that if USDA supplies basic information on these questions, private groups can independently hammer it home to the public, with or without a formal directing group.

But this is only a limited step to winning public understanding and support for farmers as an economic group. And until American agriculture can get together on what it wants to tell the public, it will be hard to put together any effective public relations program.

Managing Our Abundance

On most issues, Agriculture Secretary Orville L. Freeman is poles apart from the man he succeeded, former Secretary Ezra Taft Benson,

On one thing, though, the two men apparently think alike. This is the importance of drawing Land Grant College educators, Experiment Station personnel, and Extension specialists into the mainstream of agricultural policy planning.

Benson stressed this point a number of times during his term. Freeman underlined it heavily recently in a major policy speech prepared for a USDA lecture series. The current Agriculture Secretary summed up briefly what he regards as the great challenge facing the College-Extension system: "Research and education have taught the American farmer how to produce abundantly. They have not yet shown us how to manage that abundance in the best interests of all."

Mandatory Controls For Grain

When January rolls around, the administration's farm team probably will make another effort to get tough, long-range programs to cut down grain production.

The detailed shape of these proposals was not yet clear at press time. But practially all administration farm advisors were talking in terms of mandatory controls for both wheat and feed grains.

The emergency 1961 feed grain program apparently will cut production only about 10 per cent from 1960, despite a 19 per cent reduction in acreage.

Administration farm planners knew in advance there would be some "slippage." But they had hoped it would be smaller than the final results indicated. They accepted the results philisophically because many of them believed from the beginning that a voluntary reduction program would have "bugs." The 1961 and 1962 grain programs were designed on a voluntary basis purely because it was easier, politically, to get the Congress to approve voluntary programs.

What's the outlook for next year?

Some USDA officials and some of their friends in farm organizations believe that farmer support for mandatory grain controls is more substantial now than a year ago. But you don't need a crystal ball to predict there would be all-out opposition from the American Farm Bureau Federation and its allies.

Much may depend on how much enthusiasm the White House will decide to show for another run at farm legislation after the whipping the administration's basic proposals took this year. One USDA official commented with a touch of regret recently that farm groups may come to realize they missed a good opportunity to build a framework for farm adjustment programs when the 1961 omnibus bill fell apart.

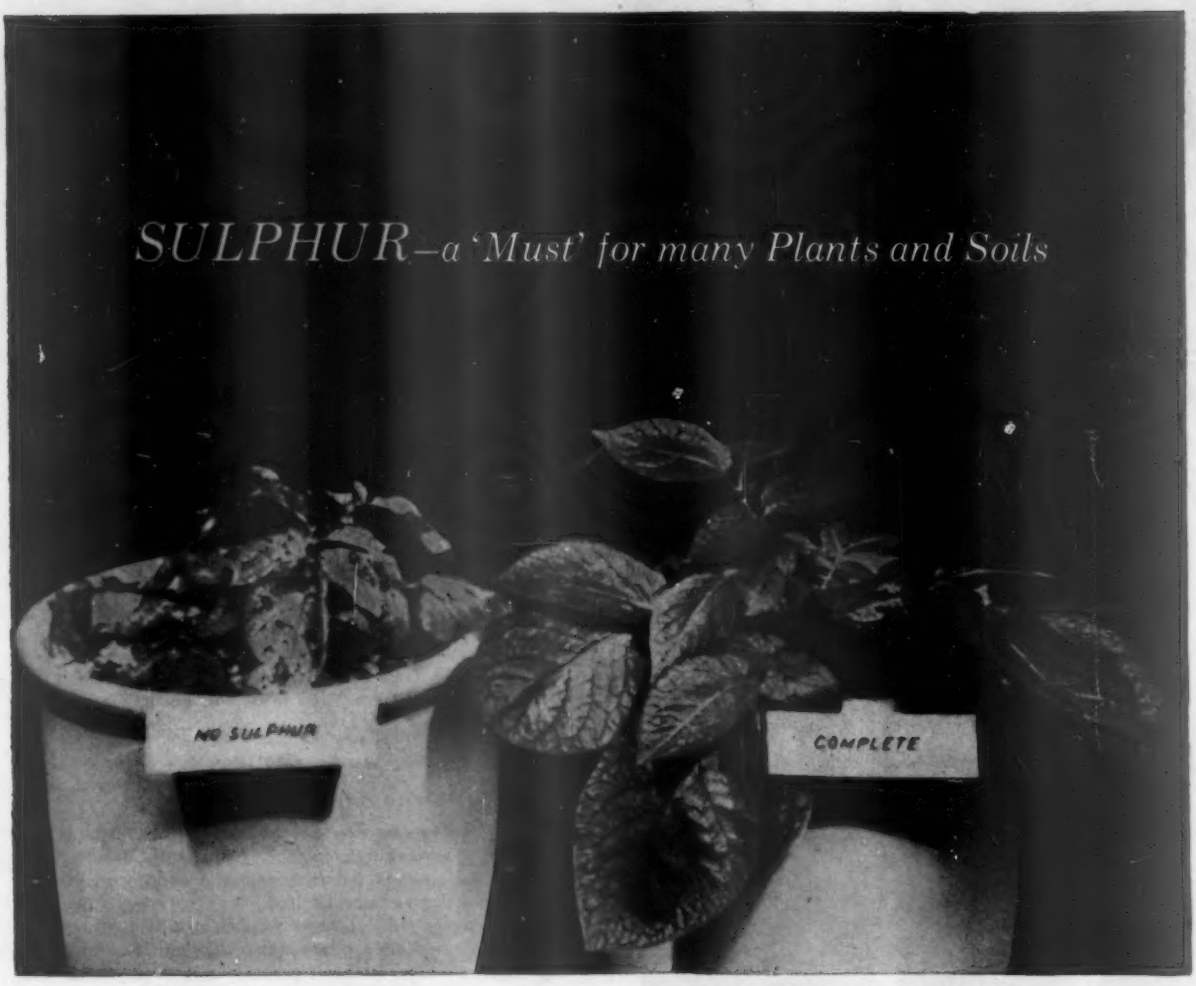
Future Food Stamp Plans

USDA is tentatively encouraged by the operation of the eight experimental food stamp programs it opened this summer.

But it will be many months yet before the Department will have enough facts and figures for a judgement on whether an attempt should be made to revive the food stamp plan on a nationwide basis.

Even if the pilot operations prove successful, two important policy questions will have to be answered before a top-level administration decision to seek expansion of food stamp operations:

What will it cost? And, will it be really necessary under the general conditions of the next few years?



Potato Plants: left—showing marked sulphur deficiency symptoms; right—sulphur included in plant nutrient. Courtesy Hunger Signs in Crops; USDA.

only 1% plus BUT SO INDISPENSABLE!

Countless analyses of many kinds of normal crops destined for both human and live stock consumption show a persisting sulphur content ranging upwards from 1%. Certain truck garden vegetables, for example, have a sulphur content ranging up to nearly 2%, based on dry matter analyses.

These percentages actually indicate each plant's *natural hunger* for Sulphur... a small amount perhaps, but if the plant needs it, shoud it be denied?

With so much emphasis being placed on the N, P_2O_5 and K_2O plant nutrients, the need for other elements may be—in fact, in many cases is being—overlooked. Sulphur is a required nutrient!

How Sulphur fits into the plant nutrient and soil conditioning picture is outlined in a new illustrated TGS brochure "Sulphur in Plants and Soils". If you are interested in the Sulphur phase of this broad subject, write us. We'll be glad to send copies for yourself and associates.

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KEEPING AHEAD

A New Seed Planter

Development of a new precision planter, adaptable to plant a wide range of seeds, has been announced by Junction Bit and Tool Company, Grand Junction, Colorado.

The new device alternately supplies a vacuum and blowing of the seed discharge and the timing of the alternating vacuum and blowing is achieved through a system of matching ports through the axle of the planting device. The product was developed after two years of intensive research and

field testing. Under actual field operation, hoppers are set on the seeder to hold nine pounds of seed for each unit so that four to five acres may be planted with one single filling. A small traction-type zero pressure rubber trailer wheel drives the planting mechanism at ground speed while the vacuum picks up the individual seeds and the blower discharges them for accurate spacing in the row. The rubber-tired wheel runs over the seeds to compress and mulch the seed bed. The new planter makes use of standard seeders and can be adapted to plant a variety of seeds by simple adjustment of the seed pockets on the planting disc.

Research Report on Shipping Fever

The discovery of para-influenza 3 may be another step in solving the mystery of what causes shipping fever. Dr. George Woods, University of Illinois veterinarian, recently reported that para-influenza 3 is a virus that has been isolated from cattle with shipping fever. This virus is similar to a virus isolated from children with respiratory disease, Dr. Woods said. However, scientists are not sure whether infected cattle can infect people, or vice versa.

Antibodies provide a built-in resistance to disease. Cows that have been infected with shipping fever pass antibodies on to their calves via the colostrum, the cow's first milk. These antibodies persist for several months in some calves. Antibodies are also produced through vaccines. Dr. Woods said, "Calves vaccinated a few days before weaning have shown antibodies that persist during the critical period of exposure and stress following weaning and shipment."

Pelleted Feeds Increase Gains

Livestock receiving pelleted feeds gain faster and more economically than livestock receiving the same feed in nonpelleted form, reports H. A. Cate of the University of Illinois. He explains that animals eat larger quantities of pelleted feeds than nonpelleted feeds, and this causes the faster gains.

Pelleting does not change or improve the nutritional value of feeds. It does, however, slightly lower digestibility, since pelleted feeds pass through the digestive system more quickly. But increased consumption offsets this disadvantage. Since self-feeding increases the consumption rate, limiting the feed intake of animals receiving pellets decreases the value of pelleting. Cate says that, in general, pellets fed in the same amounts as nonpelleted feeds will not increase animal gains or improve feed conversion. Pellets, however, may reduce waste.

New Type Pasture Furrower

A new version of a machine called a pasture furrower, developed by agricultural engineers at South Dakota State College, was recently demonstrated at the department's 6th annual field day at State College.

The furrower reduces water run-off in hilly pastures and, thus, helps boost grass production. Although it's still in the experimental stage, it shows promise as a much better tool for constructing pasture contour furrows than mold-board plows, listers, or other tillage implements which destroy so much sod, says instructor Don Hamann. A disk blade cuts through the sod and a V-shaped blade follows it, cutting a 3 to 5-inch sod slice on each side. The sod slices, which remain attached at their outer edges, are gently lifted up by a rack composed of 12 arched prongs, while furrows are made below. The sod is then lowered back into position and will re-establish itself early in the spring or late in the fall when there is good soil moisture.

Various methods of shaping the furrow are being tried at present. One of these is a disk blade that pivots to throw soil right or left, depending on the direction the machine is traveling around a hill. Others include a lister bottom and a lister shovel somewhat smaller than the lister bottom.

Feed Grain to Cattle on Grass?

Researchers at Virginia Agricultural Experiment Station at Virginia Polytechnic Institute have been delving into that question—which is a dollars-and-cents question for the cattleman. Five years of testing at the Glade Spring branch have yielded some answers.

The cattleman starting with 350-pound steers should not consider grain on grass. Steer handlers who put 350-pound calves on their farms in the winter and make 750-pound yearlings next fall, will do better on the feeder cattle market. It is the man starting with 500 to 600-pound calves who should consider grain on grass. The researchers say the man who puts in 500-pound steer calves, winters them at three-fourths to one pound per day winter gain, turns them on

IN AGRICULTURE

pasture and feeds 20 bushels of corn on grass, will have two-way cattle. Packers will bid because their carcasses will grade good and in certain years, feeders look for steers that still need 60 days corn to go choice.

Grain feeding on pasture usually produces cheaper gains than in the feedlot. This is because it takes less grain per 100 pounds of gain and requires less protein supplement. Since the cattle are grazing, this saves on harvesting roughage. Manure handling is eliminated and no buildings are required. By self-feeding on pasture, labor is cut substantially.

Synthetic Protein Supplement for Cattle

The use of urea, a synthetic protein, in the protein supplement of beef cattle feed was the object of a recent study at Michigan State University. The primary purpose of the study, according to H. W. Newland, animal husbandry specialist and director of the project, was to see if high levels of urea compared favorably with vegetable proteins for fattening cattle. The extent to which cattle utilize a protein diet which contained urea, and a comparison of urea levels to energy levels in a no-hay feed ration were also observed.

Urea has six times the protein equivalent of soybean meal, says Newland. When added to a protein supplement, it will generally lower the cost of the supplement. The daily gains and feed efficiency in 64 trial animals were tested at two extremes of energy level. Carcass evaluation was made possible by the killing of those animals which reach 1,000 pounds, Newland says.

On very high urea levels, there was a slight depressing effect on daily gains and feed efficiency, Newland says. This depressing effect was most noticeable on a high energy level. The addition of lycine supplements provided no beneficial effects in counter-acting high urea levels. In general, high energy levels resulted in more rapid gains, he said.

Ohio Swine Day Reports Carcass Study

Hormone implantation in boar pigs may pave the way to using what is today considered undesirable meat, animal scientists recently told Ohio Swine Day visitors at the Ohio Agricultural Experiment Station.

Swine growers are well aware that boar pigs grow rapidly and carry a leaner carcass than barrows, said Dr. H. S. Teague. "But the offensive odor given off by boar meat during cooking and the flavor that remains after cooking prohibits the use of boar meat," he explained. When boar pigs were implanted with 48 and 96 milligrams of stilbestrol, taste panels scored the cooked meat nearly "boar odor and flavor" free in the loin eye tissue. Even tenderness and juiciness scores of cooked chops were increased with stilbestrol as was the marbling and firmness of the loin eye muscle.

" At the 96 milligram stilbestrol level," Dr. V. R. Cahill of the Meats Laboratory at Ohio State University, pointed out, "Loins were characterized by abundant marbling, grey-pink color and firm muscle."

This research, visitors were told, has prompted a number of questions that are still unanswered. It is not known what the optimum weight should be at which to implant boar pigs with the hormone. Nor is the source of the offensive odor and flavor or the activity of the implanted stilbestrol known.

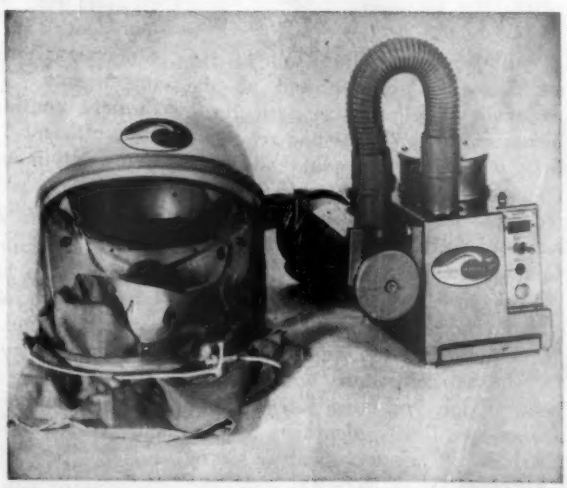
Unhealthy Plants Get Transfusions

Unhealthy plants can be fed through their leaves, much the way sick people can be fed through their veins. A Cornell University researcher has outlined experiments with poinsettias and chrysanthemums in which fertilizers were applied to plant leaves, giving the plants a new lease on life. Martin M. Meyer, graduate student at the New York State College of Agriculture, has predicted the findings would be useful in cases where damaged roots prevent normal absorption of nutrients. The Cornell man stressed, however, that healthy plants would obtain these same nutrients more efficiently through the roots.

Meyer and Cornell Prof. James W. Boodley applied varying concentrations of nitrogen, phosphorous, and potassium to the plants' leaves. The men withheld these same nutrients from the solution in which the plants were grown. They found the plants grew in size and weight when proper amounts of the nutrients were added. The gains were not as great as would be observed in healthy plants that received adequate fertilizers through the soil, Meyer declared. Meyer expressed belief the findings will have practical value in feeding plants whose roots have been damaged by high salts in the soil or by other adverse conditions, such as poor drainage. In any case, according to Meyer, the unhealthy conditions should be corrected, or eventually the plant will die.

Space Helmets for Agriculture

Development of an entirely new health protective system for agricultural equipment operators has been announced by Jamieson Laboratories of Van Nuys, Calif. The system pro-



vides complete above-the-shoulders protection for the worker, including the head, eyes, ears nose, throat, neck, face, and the entire respiratory system, from dust, chaff, pollen, fungus and flying objects.

Most writings have been concerned with the disadvantages of contract farming. While contract farming is a reaction to changing social and economic conditions far removed from the individual farm, there is no need to be completely gloomy about this aspect of agriculture.

by Dr. Louis A. Ploch
University of Maine

There is a Plus Side To Contract Farming

● THE PHRASE "agricultural revolution" probably sums up the recent history of American agriculture better than any other two words. Myriads of statistics have been reported to support the fact that in the last 20 or 30 years, our agriculture has undergone a revolution. For example, we have become intimately aware that:

One farm worker produces enough food and fiber for himself and 24 others.

Productivity per man has increased at the rate of nine percent for each of the last 10 years.

Unfortunately, almost all of the spotlight has been focused on the technological changes in agriculture. The general public has had relatively little opportunity to gain knowledge or understanding of some of the non-technical adjustments which have accompanied the rise in production. Contract farming is a case in point.

Though it may not be explicitly stated, most accounts of contract farming convey the impression that the farmer-contractor will be the loser. Some non-farm interest, not always specifically identified, is pictured as the winner. Such a set of viewpoints is in keeping with the American heritage. Our literature, legislatures, press, and even our religious organizations have been, and continue to be, highly rurally oriented. It is natural, then, that anything which is considered to be a threat to a basic tenet of American society is suspect. And to many observers, contract farming is viewed as being capable of dealing a death blow to the most sacred of our rural institutions—the independent farmer.

If one were required to select a factor which could be said to be responsible for the growth of contract farming, it might be "efficiency." Traditionally, the independent farmer competed against his neighbors in a free market. When most farmers were relatively small and capital requirements were limited, this system worked quite well. The more efficient farmer tended to receive the greatest proportionate return for his labor and investments. These more efficient farmers continued production; the least efficient (for whatever reason) found jobs in our expanding economy.

Requirements Are High

We all know that times have changed. To be efficient today, the farmer needs more than an ability to raise crops and animals. Capital requirements have become enormous. The marketing structure has become increasingly complex. Technological change has proceeded at an astronomical rate. It has become increasingly important for even the so-called "average" farmer to possess liquid capital, technological competency, and the ability to adjust to rapidly changing conditions. Not all farmers possess these requirements. In some cases, contract farming can serve as a channel by which the individual operator can compensate for some of his own lack of personal and physical resources.

Losses Versus Gains

It is acknowledged that when he enters into a contractual relationship, the farmer loses some of his time-honored prerogatives of independence. He no longer can make all of his own policy decisions. These must now be shared with the integrator. There are cases where almost all of the decisions are taken out of the farmers' hands. A formerly independent operator can find himself in a position approaching that of the much abused share cropper. His loss of independence can be accompanied by a loss in income. Such circumstances, however, are not inevitable. The recent movement of Maine table egg producers into contract farming is a case in point. This is an area of independent farmers.

The majority of Maine table egg producers are independent operators, but in recent years, an increasing number have entered into contractual relationships with a contractor. One person close to the industry estimates that 20 to 25 percent of the birds in Maine table egg flocks are being raised under contractual agreements.

In those cases where men have

(*Continued on page* 31)

ECHOES

letters from our readers

A REAL PROGRAM

Dear Editor:

Because of your interest in improving agriculture's public relations, we thought you would be interested in a program now being launched by the Cooperative Extension Service. The program is a direct mail series to opinion leaders in the non-farm audience.

Here in the Federal Extension Service we are writing a series of 15 leaflets telling of the contributions of agriculture to our society. In addition, we are preparing suggested letters that can be used by State extension directors in mailing the leaflets to five different audiences—newspaper editors, radio and TV station managers, bankers, leading businessmen, and officers of the League of Women Voters.

The first three leaflets in this series have been printed. Copies of these leaflets and suggested covering letters are enclosed. In addition, I am enclosing a list of the 15 leaflets to give you an idea of the subjects to be covered.

State extension services will determine who is to receive the leaflets, reproduce the covering letters, and handle the actual mailings. Supplies of the three enclosed leaflets and suggested letters were sent to State extension directors a few days ago.

Through this direct mail effort, we hope to reach nearly 100,000 key leaders throughout America on a rather regular basis during the next 12 months.—*E. B. Winner, Director, Division of Information Programs, USDA.*

"... A SERIES OF LUNATICS"

Dear Editor:

Through a book review in your fine magazine I ordered Donald Despain's "The One and Only Solution to the Farm Problem."

Why hasn't this program been given at least consideration? No one who has read the history of agriculture as related to American legislature could deny that it sounds as if it has been written by a series of lunatics. The hypo-like legislation that only helps for a little while is disgusting to most thinking people. Yet why has the farmer tolerated and even encouraged such treatment?

I suppose the answer is when your farm payment is due *now*, you grasp for the life-line. Like the civilization intent on staving off starvation only the farmer has no time for thoughts of farming posterity.

Surely the American farmer is not so transient upon the scene that at least consideration could be given to a solution that shows possibilities of a lasting effect.

Or is it true what Mr. Despain says that the "oil dollar" is so mighty that no voice will be heard to aid the program he suggests?—*Mack Jackson, R.R. 2, Gaston, Ind.*

MORE ON "HAYLAGE"

Dear Editor:

I don't like to find fault with your excellent publication but the enclosed article from your August issue was disturbing (Ever Hear of "Haylage"?, page 6, August BFM).

(1) Haylage is not something new. We have farmers in Wisconsin that have been making "haylage" for five years.

(2) "Haylage" can be made easily and safely in conventional concrete stave silos. The techniques for the making of this low moisture grass silage are "well established."

(3) Losses have been determined in several experiments, especially at South Dakota, where a 4.2 percent loss in dry matter was registered.

Although the article mentioned the difference in the dry matter consumed and rate of gain between the "sealed silo" and the 62 percent moisture silage from the conventional silo, no mention was made that this same experiment showed that the "haylage" made in a conventional silo compared very favorably with that of the "sealed silo"... —*Richard P. Walbrun, Badger Northland, Inc.*

We appreciate this additional information from Mr. Walbrun. Making "low moisture" silage in conventional silos apparently is practical for the operator who has a tight silo and is careful to follow directions.—Editor

"AGRICULTURE'S UNTOLD STORY"

The attached is a copy of a letter I have just written to Mr. John P. Millhone of "The Detroit Free Press." I think it indicates my admiration for the article "Agriculture's Untold Story," which appeared in the July 1961 issue of your publication.

I was deeply impressed by the entire July issue as I felt it was full of very timely and appropriate material. I always look forward to receiving my copy and read it from cover to cover. I appreciate receiving it very much.

I am an Agricultural Engineer by training who got into administration and have spent most of my life trying to develop methods for relieving human drudgery on the farm. The mechanization and rural electrification programs have been my special interest for over 40 years. The problems connected to the race for increasing efficient farm production are haunting us now. It will take the best leadership and thinking to clear the way for profitable agriculture for those who can afford to remain in it.

The history of man is the story of a hungry animal in search of food and always will be. The fact that food is abundant in America and is produced by less than 10 percent of the total population has made the other 90 percent entirely oblivious to the stresses and strains essential to the production of food. Somehow or other we must make this 90 percent conscious of the importance of an adequate supply of low-cost, high-quality food to the very existence of our nation.

I consider the millions of dollars spent for agriculture programs in the same light that I do the billions of dollars spent for national defense. These agricultural programs are no more for the benefit of the farmer alone than are the billions of dollars appropriated to the military for the benefit of the individual soldiers. In each case, the taxpayer's money is being spent to protect the nation—in the case of the military, from outside aggression; in the case of agriculture, to insure an adequate supply of primary needs of man, namely food and fiber. — *David S. Weaver, Special Assistant to the Dean, School of Agriculture, North Carolina State College, Raleigh, North Carolina.*

"COVER TO COVER"

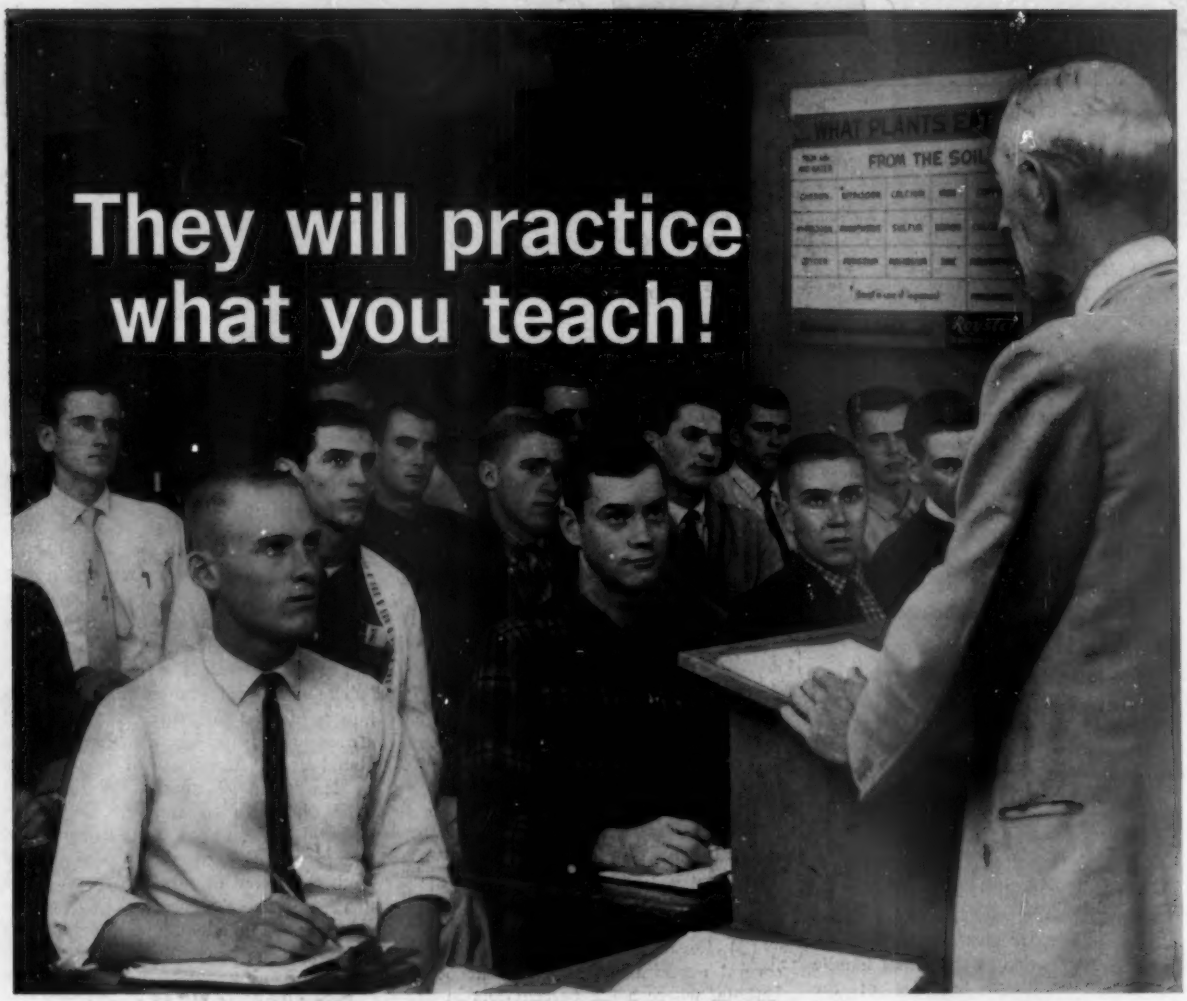
Your magazine is read from cover to cover and we so appreciate being on your mailing list.

We share our magazine with other farm neighbors and also city friends.

Your August 1961 issue article on 'What is Modern Farming' is giving our city friends something to think about.

Each issue is eagerly awaited and thanks again. — *Mrs. Wayne F. Fisher, Malcolm, Nebraska.*

C★★★



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agribusiness RESEARCH REPORT

A special report for leaders in our food and fiber industry. Complete publications available from noted source.

by R. L. Kohls, Purdue University

How Much Does It Cost to Market Livestock?

"Marketing margins for pork increased by 41 percent, and for beef 57 percent, from 1949 to 1959. Terminal markets in 1958 handled only a slightly larger volume of livestock than auction markets." These two conclusions are representative of the many facts about livestock marketing and its cost during the past 10 years which are reported in **Marketing Costs and Margins for Livestock and Meats** (*Marketing Research Report* 418, *USDA, Washington* 25, *D.C.*). This is a "must" handbook for those who are part of our rapidly changing livestock industry.

What Do Farmers Want to Know?

What kind of information do farmers feel they need? How do they currently obtain this information? These and other facts of interest to those who do business with farmers are reported in **Kentucky Farmers' Needs and Sources of Information,** (*Kentucky Agricultural Experiment Station Progress Report* 93, *Lexington, Kentucky*).

Advertising Pays Off

"The total cost of the promotional program was approximately 4 million dollars. The return from the program is estimated at 14 million dollars." This was the conclusion of the study, **Effectiveness of a Special Promotional Campaign for Frozen Concentrated Orange Juice** (*Marketing Research Report* 457, *USDA, Washington* 25, *D.C.*). This analysis is another attempt to measure the returns of food promotional efforts. It deserves careful study by the many agencies and farm leaders now spending agricultural advertising dollars.

To Merge or Not to Merge

Mergers between business firms are developing all around us. Farmers cooperatives also are becoming involved. The pamphlet, **Mergers for Stronger Cooperatives,** (*Farmers Cooperative Service Reprint* 208, *USDA, Washington, D.C.*) brings together a series of articles covering various problems which the merging of two cooperatives brings. Those interested in or directing and managing cooperatives will find these articles of value.

More About Changes in Food Retailing

Last month we called attention to one analysis of the developing retail food market structure. Another important analysis of this change is now available, **Changes in the Market Structure of Grocery Retailing, 1940-58,** (*Research Report* 5, *University of Wisconsin Experiment Station, Madison, Wisconsin.*). The study includes discussion on vertical integration, the operation of chains and their market power, profit margins, etc. With developing concern about relative market power of various segments of agribusiness, the retail organization cannot be ignored.

What About Part-Time Farming?

Forty-three percent of part-time farmers had full-time nonfarm jobs. The efficiency of these farm operations was low. However, the average money income of part-time farmers was higher than other farm families. These are three of the interesting conclusions reported in **Part-Time Farming in Northeast Texas** (*Texas Experiment Station Bulletin* 970, *College Station, Texas*). With the increasing interest in the role of off-farm employment, this detailed analysis should interest many.

Are these methods

BETTER... MORE PROFITABLE?

When you get the *facts*, we believe you'll agree that the use of Grace Agricultural Grade Crystal Urea for foliar application and the use of Grace Micro-Prilled Urea Feed Compound as a *low-cost* protein supplement in cattle feeds are *better and more profitable methods* for today's farmers and ranchers.

How do you get the facts? Easy. Grace Chemical has all the facts for you, in these free booklets:

The FOLIAR APPLICATION Booklet tells why spraying is better; how the farmer saves time, labor, equipment; and how to apply Grace Agricultural Grade Crystal Urea to fruit crops and vegetables.

The FEED COMPOUND Booklet tells what Micro-Prilled Urea Feed Compound is; how it cuts feed costs, improves feeding value and increases efficiency of the entire ration; and how to prepare simple formulas for using it as a protein equivalent.

Write for your free copies of both these useful, informative booklets. And if you want additional copies for distribution in the field, we'll gladly supply you free of charge.

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How California Whipped the Union

It was 90,000 farmers versus 13,300,000 workers. When the smoke cleared away, the unions probably had less than 3,000 members signed up from almost half a million workers. Two years of activity ate up hundreds of thousands of union dollars and succeeded in signing two member farmers. Agriculture is much indebted to California farmers.

By Jack T. Pickett
Editor, California Farmer

● WHEN THE NATIONAL CONVENTION of the AFL-CIO finalized their decision to organize agricultural labor, it looked real bad for an industry with many problems.

The initial budget was reported to be $200,000 and a man by the name of Norman Smith, who had been very successful in organizing the automative industry, was chosen to head up this task.

Labor had organized most of the big working segments of our economy, so in looking around for new worlds to conquer, the 2.5 million farm workers looked like quite a plum. If they could subtract $2 a month dues from each of these people, the organizing effort would be quite remunerative.

California was quite distressed when they were chosen as the first "pigeon." They were distressed because they pay the highest farm wages in the country, and they also had more protective state law for the health and safety of the farm worker than any other state.

When Norman Smith arrived in California, we called on him and asked him why they picked California to start with when, obviously, the wage scale and working conditions needed more attention in other sections of the country. Smith replied, "When we started out to organize the automotive industry, we took General Motors first."

We, in the state of California, realized we had the responsibility of protecting the agriculture of the rest of the United States when we heard this edict.

One of the first strikes called by Norman Smith was a rather successful one from their viewpoint. They struck one of the biggest cherry orchards in the country, and were effective enough in delaying the critical harvest to cause a loss to this particular fruit farmer of $88,000.

Without going into the details of the methods of the union, it is sufficient to say that the first few strikes proved to the farmers of this state that they were looking at a carefully organized and well-advised effort. Following the first confusion and consternation, the farmers began their organizational efforts.

There have been some 10 or 15 abortive efforts in the past to organize agricultural labor and California had been on the skirmish line before. In fact, in California we have an organization called the Associated Farmers, which was formed 25 years ago for the specific purpose of fighting agriculture labor battles.

Back in 1947 we had a labor skirmish that at times got rather violent, and the farmers met the violence of the labor with their same medicine. But, when the AFL-CIO moved in this time, it was with lawyers and skilled technicians. Only a few times did they resort to any sort of violence in this recent effort.

By the same token, the Associated Farmers had changed their tactics to complete emphasis on an information program to their members and plenty of legal talent, plus a program of additional benefits to farm workers.

The Associated Farmers have about 18,000 members. Then we had just formed a new organization in the state called the Council of California Growers. Their job was one of improving the public relations of agriculture, particularly the relations of the farmer with the public and other segments of the economy.

Early in the game, the Council, representing some 125 agricultural organizations, got drawn into this dispute and the Council, besides serving as a clearing house

for information, also kept farmers informed of the activities of the union and rather actively helped form some additional groups of farmers on a local basis.

The Farm Bureau organized action committees in most counties of the state and these committees were instructed to cooperate with any of the other action groups fighting the union effort.

For a good many years, we have had in California quite a few farm labor associations whose job is to act as a clearing house for obtaining Mexican National laborers for their members. Some of these associations are quite large, serving several counties and some are small, serving some specialized district such as a vegetable growing area. They have salaried managers who have had considerable experience and these people were quite effective in combating the unions.

Of course, one thing that made California a little more vulnerable than some of the other states was the Mexican National Program. The unions set as one of their prime objectives the destruction of this program, even though they know that they could not produce the domestic workers who would do the type of labor being done by the Mexican Nationals.

This is a brief outline of the major farm organizations and their mobilization. We were well organized; in fact, at times it seemed we were overorganized in that several organizations would move in on a trouble area with a duplication of effort and a costly duplication of legal services.

The California Farmer, in one of our polls of the farmers of this state, discovered that many farmers belonged to three or four different farm organizations. For example, many farmers belong to both the Farm Bureau and the Grange, plus the Associated Farmers and the Council of California Growers. On top of that, many of them belonged to a farm labor group or association whose function it was to secure a steady supply of domestic and/or Mexican Nationals.

But we have to come back to the basic question. Just how did the farmers defeat the threat of labor organization? There were several happenings that, in our estimation, were important. In one of our northern counties, the union organizers moved in on the pear harvest. They tried intimidation; they distorted the facts about local wages; and, in short, were so obnoxious that the farm women in that area got so infuriated that they got out and picketed the pickets. The farm wife, when aroused. can be a formidable enemy.

A second incident that started the disintegration of the union effort occurred in the Imperial Valley in the southern part of the state. This valley is one of the very hot, very rich, very early valleys that produce huge amounts of early vegetables and melons. The area is tough to develop and expensive to farm. Most of the holdings are large for this reason. And the area is devoted mostly to those crops that have defied mechanization and demand a great deal of stoop labor.

Unions Get Impatient

The entire valley wanes or prospers according to the price and harvest of agricultural crops. It was in the Imperial Valley that the unions began to get a little impatient with their lack of progress so they apparently decided to apply some of the practices that had been successful in past industrial unionization. They imported big goon squads. They roughed up some of the Mexican Nationals. They held mass meetings. In fact, they tried to bully the valley.

The merchants reacted as violently as the farmers. In fact, it was a merchant who organized the idea that caravans of farmers from all parts of the state to come down to Imperial to see with their own eyes the brutal tactics of labor; and caravans were formed and did visit the valley.

Things got to a white hot heat in short order. The local police and courts soon got fed up with the lawless approach and the sheriffs deputized a large number of citizens. These deputies carried arms and everybody was holding their breath hoping that no overt act would touch off some tragedy.

Following some rough tactics, a goon squad was slapped into jail and when the union lawyers came to spring them out on bail, they were dismayed to find that the court had ruled that each man was to be charged in court individually.

When they began sorting over the goon squad, they found most had criminal records, and most were pretty far removed from any agricultural interest or activity other than being hired intimidators.

The combined citizenry of that valley made it so hot for the union organizers that they dissolved and stole silently out of the valley.

The next place they showed up was about the center of the great central valley of the state where various fruit crops were just beginning to ripen.

It is our own personal conviction that here in the county of San Joaquin the farmers themselves added the final straw that broke the back of another unionizing effort.

In this county, several of the local farm organizations that had been in existence for some time decided one way to combat the union would be to divide the county up into blocks. Each block was to have a block chairman. When any sign of labor trouble appeared, the block chairman was notified. He then phoned three farmers and these three phoned three others and the phoning continued until every farmer in the block was notified.

The next step was for every farmer in the block to show up at the struck ranch. Every farmer had to show up regardless of what he was doing and regardless of the type of crop he raised.

Picketing The Pickets

The psychological effect of these hard-fisted farmers going to the aid of their neighbors was pretty demoralizing to the union stooges. Not only did the farmers show up to safely conduct workers willing to work through the picket lines, but farmers also showed up at the State Farm Employment offices where the unions had tried to harass workers leaving for struck ranches or returning from struck ranches.

(*Continued on page* 14)

The farmers in this area were quick on the draw to get injunctions against mass picketing by the unions either at the ranch entrances where the injunction limited the union to two pickets to each entrance of the farm or to two pickets at the employment offices of the state.

The silent, grim, determined farmers helping their neighbors and giving safe conduct to workers who were willing to work on struck ranches was a telling blow to the enthusiasm of the union organizers.

Reporters from our own paper spent a great deal of time interviewing both local and migrant farm workers. We were trying to find out if the thought of belonging to a union had any appeal. We found some very interesting comments from these people.

For one thing, the real good workers knew that one of the aims of the unions was to eliminate piece work, and a real good farm worker in California can make more money doing piece work in agriculture than some of his brothers in industry can make. The union would put every man on an hourly basis so that even the most inept would be assured of a job.

Far from being complacent, the farmers of this state are now watching the teamsters' union headed by Jimmy Hoffa. Nobody takes Hoffa lightly and he is apparently formulating his own strategy to try and organize the farm workers.

Did The Feed Grain Program Reduce 1961 Production?

In Oklahoma the common term for sorghum is maize

●BASED ON THE ACREAGE SIGN UP for maize in the feed grain program for 1961, there should be a substantial reduction in the production of maize this year. But with maize as with wheat, cotton and corn in previous years with acreage control programs, it is evident that reduction of acreage does not necessarily reflect a corresponding reduction in production.

Here is a small sampling which, if it is typical of the maize growing area, indicates that the actual reduction of maize will be less than half as much as the acres signed up will indicate. The table shows eight actual farms in Grady county, Oklahoma, that are signed up in the feed grain program for maize. Yields per acre for 1960 were figured by dividing the actual rent paid for maize on these farms by $1.40 per Cwt. and multiplying by 3. The figure of $1.40 was very near the average price received for this maize. If the price had been higher, the yield would have been less, and vice versa.

On these eight farms, the actual yield varied from the ASCS Committee assigned yield from as low as 11 percent to as high as 70 percent. But the average for the eight farms is 40 percent. This means that the actual maize taken out of production will be only 40 percent of what it would have been if the actual yields had been equal to the assigned yields. Or in other words, on these farms the program is only 40 percent efficient in accomplishing the goal for which it was planned.

Apparently the reason for the discrepancy lies in the local administration of the program. Each farm in the county was given a yield as a percentage of the county average of maize production for the two previous years. In the first place, this two-year average was probably too high since it reflected two very good maize years. The 10-year average, for example, would have been very much smaller, and more realistic. In the

COMPARISON OF THE ACTUAL YIELD OF MAIZE IN 1960 TO THE YIELD GIVEN BY THE ASCS COMMITTEE FOR 1961 FEED GRAIN PROGRAM. 8 FARMS IN GRADY COUNTY, OKLAHOMA.

Farm	Diverted Acres	ASCS Yield Per Acre 1961	Pounds Maize Reduced Basis ASCS Yield	Actual Yield Per Acre 1960	Pound Maize Reduced Basis Actual 1960 Yield	Pounds Less Than ASCS Yields Would Have Produced	% Deficit
No. 1	38.2	2285#	87,287#	1465#	55,963#	31,324#	64%
No. 2	12.2	1618#	19,739	611#	7,454#	12,285#	37%
No. 3	18.5	1428#	26,418	355#	6,567#	19,851#	24%
No. 4	23.0	1999#	45,977	238#	5,474#	40,503#	11%
No. 5	12.0	2094#	25,128#	517#	6,204#	18,924#	24%
No. 6	27.2	1999#	54,372#	1145#	31,144#	23,288#	59%
No. 7	5.0	2285#	11,425#	1615#	8,075#	3,350#	70%
No. 8	28.0	1809#	50,652#	312#	8,736#	41,916#	17%
TOTALS 8 Farms	164.1 Acres	15517	320,998	6258	128,717	192,281	40%
Average per Farm	20.5	1939#	40,124#	782#	16,114#	24,035#	

Actual yield in 1960 was 40% of the yield assigned by the ASCS Committee for 1961.
Actual reduction of total maize produced on these 8 farms would therefore be 40% less than the program would show.
In other words, the program in this case is only 40% efficient.

second place, the community committees set up these yields for each farm, based on what they thought each farm should produce in comparison with the county average. Apparently these community committees did not get together and evaluate their areas in comparison with each other, for in some areas the yields were consistently higher in comparison than in others. Where farmers got a small yield and had evidence to substantiate their claims, they applied for a raise in yield and usually the County Committee gave it to them, but of course, no one came in asking for a reduction in his yield even though he knew it was too high.

There were other discrepancies. One farm feed grain base in another county came out with a fair sized acreage of corn and this farm has not grown any corn in the last 10 years or more. Another got a maize base when it had no maize on it for the last two years, but had been growing barley and oats and wanted to grow maize in 1961. Another had been sowing some maize to be pastured off in the fall, and had not harvested any maize grain for a number of years.

Not Deliberate Attempts

These discrepancies are not deliberate attempts on the part of the county or community committees to defraud the government and to pad the income of the farmer. They are primarily due to a looseness in actual supervision of the program. If errors are to be made, let them always favor the farmer, not the taxpayer. Most of the employees of the ASCS offices are competent, but in signing up a program of this kind, the office has to take the word of the farmer and without actual records of production, which very few farmers have, the tendency is always to talk big. And in the case of the individual farmer, there seems to be a growing feeling that to defraud the government in complying with the agricultural programs is no sin. If we have to be controlled by the government, let the government pay for it—the more the better seems to be the genral attitude.

It will be very interesting to find how much the maize program actually reduces the production when the harvest is over. — E. E. Huff

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The 50,000 Readers of
BETTER FARMING METHODS
are the
Opinion Leaders Of Agriculture

A Quick and Easy Way To Budget for Profit

Substitution and partial budgeting are useful management tools. They will help you in making "sound" decisions. You can lay out various alternatives in a logical manner. Economic pressures, government programs, new equipment and different management skills bring up decisions that must be carefully and quickly made. These two business management tools are a necessity for modern farming.

by Glen J. Vollmar
Ohio State University

● WHILE PROGRAMMING and budgeting techniques using electronic processing methods are still being perfected for on-the-farm use, there are a few tried and proven budgeting tools which can very effectively help evaluate alternative solutions as rapid changes take place in today's complex farming businesses.

Accompanied by good judgment, these methods can result in logical thought processes. Decisions can be arrived at that will approximate those arrived at by more complicated analysis. Until machine planning is perfected and is readily available for practical application at a nominal cost, simple budgeting techniques have a definite place in farm planning. Even then they will probably remain useful for making everyday decisions.

An operating framework based upon long- and short-run expectations is needed to operate a farm most profitably. From the long-run approach we are able to define the goals which act as guides for making sound plans over a period of time. However, shorter planning horizons result in changes even in long-run goals. To continually develop and redevelop complete, detailed farm plans which often become obsolete in a short time is frustrating to most operators.

With large investments at stake, narrow profit margins, and rapid obsolescence, faster and less detailed methods such as "partial budgeting" and "substitution budgeting" give the manager planning flexibility. Admittedly, these methods are not as precise as the results obtained by electronic machines which are able to handle hundreds of alternatives at once. However, they approach optimum profit combinations for a given set of resources.

The mechanics and mathematics used in partial and substitution budgeting are quite easy to adopt. As long as one tries to answer major questions that involve several thousand dollars, such as whether to buy a $10,000 combine or to hire his grain harvested, there often seems to be a mental block until the alternatives are laid out on paper where he can compare the dollar results of the alternatives. The best input-output information available concerning the change, considered in a logical manner, makes it easier for a farmer to make decisions that best fit his goal or goals.

Often the farmer is faced with "on-the-spot" decisions, such as whether or not to purchase feeder pigs or cattle, feed grain, or a machine on which an offer to sell has been made. These simple budgeting processes worked through "on-the-spot" by simple budgeting methods will help tell him if this purchase will "add" or "detract" from his farm income.

Even though it would be ideal to "erase the board clean" and completely replan the use of a farm's resources, this often cannot be done in actual practice. The many variables in the planning field are quickly narrowed. In many cases the farmer's capital, land, labor and his level of management are "fixed." Rotations are often "fixed" by topography, soil potential,

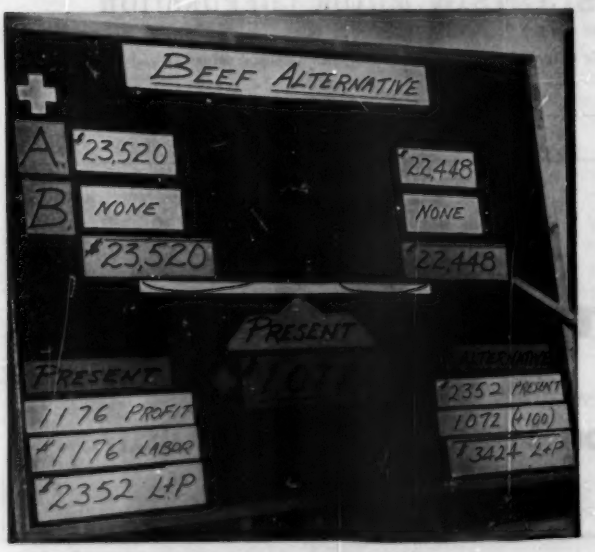

Figure 1 — A set of scales illustrates what happens with a beef alternative partial budget problem. The plus side of the scale shows added returns (A) and (B) no reduced costs as balanced against $22,448 of added costs and no reduced returns. The gains (A + B) exceed the losses by $1,072. A beef alternative as budgeted shows it would increase farm income.

PARTIAL BUDGET*

Change: Buy new 8' P.T.O. combine or continue to hire 120 A. soybeans harvested per year @ $5 per A.

Assumptions: (1) 8' combine @ $2400 (3) Can harvest 1½ A. per hour

(2) Can save 1 bu. more beans per A. (4) _____

A. Added Returns:

120 A X 1 bu. beans saved X $2 per bu.	$ 240
_____	$ _____
Total Added Returns	$ 240

B. Reduced Costs:	Annual Ownership**	Operating	
Hiring (120 A. X $5)	$ none	$ 600	
_____	$ _____	$ _____	
_____	$ _____	$ _____	
_____	$ _____	$ _____	
Total Reduced Costs	$ none	+ $ 600	= $ 600

GAINS (Added Returns + Reduced Costs) $ 840

C. Added Costs:	Annual Ownership**	Operating	
Combine (16% X $2400)	$ 385	$ _____	
Labor (about 96 hr. @ $1.50)	$ _____	$ 145	
Tractor fuel, Oil, filters	$ _____	$ 65	
Repairs, Miscellaneous	$ _____	$ 100	
Total Added Costs	$ 385	$ 310	$ 695

D. Reduced Returns:

none	$ none
_____	$ _____
Total Reduced Returns	$ none

LOSSES (Added Costs + Reduced Returns) $ 695

E. Probable Change in Farm Income per Year (Gains-Losses) + $ 145

Also Consider: Could use the $2400 for drainage needed. Labor difficult to hire during harvest seasons.

* Calculate costs and returns on an annual basis.

** Include taxes, insurance, interest, depreciation and storage.

Figure 2 — Work sheets of this type are very helpful in working out problems of partial budgeting. The sheet illustrates two alternatives a farmer wants to compare.

growing season, and today's acreage control programs. Type of farming is often fixed by the farmer's capabilities, personal interests, facilities available on the farm and the markets available. Capital is often fixed by "internal" and/or "external" capital rationing. In making changes on the farm, therefore, it is often impractical or impossible to "erase the slate" and replan in detail the whole operation.

Some change in the quantity and quality of the factors used is possible but often limited. Of course, the effect of a change in the farm business on the use of additional labor or capital, for example, must be kept in mind as the budgeting process is carried through. If increased income will result, resources should be varied to the extent that the operator can and is willing to do so.

Do simple budgeting methods ignore differences in the marginal return possibilities of resources? Partial and substitution budgeting apply the principle of equimarginal returns in an indirect, approximating fashion. This principle states that capital. labor and other inputs should be used where the added increment will give the highest net return. Good judgment will narrow the number of alternatives a farmer wishes to consider. If budgeting indicates that the income of the farm will increase from a change being considered then it can be assumed that resources have been allocated nearer to the "optimum." The conditions stated in the principle of equimarginal returns have been approximated. Because of changes in anticipated prices and costs, weather conditions and other changing conditions, the principle of equimarginal returns would be difficult to apply in a precise sense under practical operating conditions by any budgeting method.

What Is Partial Budgeting?

Partial budgeting is a method of balancing the total "gains" and "losses" that result as a change is made to a part of the farm business. Such balancing on paper may point out the fact that less income will be realized if the change is made. If the highest possible income is the farmer's goal, the change can be ruled out before capital and labor resources are wasted. The mechanics of partial budgeting can be illustrated with a set of scales. (Figure 1). On the plus side of the scales (A) Added returns and (B) Reduced Costs are balanced against (C) Added Costs and (D) Reduced Returns. Items (A) and (B) tend to increase income "Gains" as (C) and (D) tend to decrease the farmer's income "Losses" as the change considered is put into effect. Work sheets of the type shown (Figure 2) are useful in working out the mechanics of partial budgeting.

In the work sheet example, a farmer is faced with the question of purchasing a new 8-foot combine or continuing to hire a custom operator to do the job. Under the assumptions stated and the prices and costs used in the budget, the operator could increase his net income $145 per year by buying the combine. Opportunity costs, other possible uses of capital, and non-economic factors also should be considered. The result, regardless of the budgeting procedure, is only as accurate and reliable as the budgeting data used.

Partial budgeting is usually used when concerned with only a part of the farm business. A similar method called substitution budgeting is used when considering major changes in the entire farm. Only those costs and returns that vary with changes from the present normal situation are considered in the calculations. This method reduces the time required and simplifies farm planning.

Figure 3 — Comparison of Alternative Plans

Alternatives	Added Investment in Buildings, Equipment, Land and Breeding Stock	Budgeted Changes in Income from the Present Plan	
No. 1 — Present Plan 100 A. crops 60 steers 10 sows 450 hens		$0	$0
No. 2 100 A. crops 120 steers	Corn Storage	$500	+$700
No. 3 100 A. crops 30 sows 60 steers	Swine Plant Corn Storage Breeding Stock	$3500 $1000 $1500	+$3500
No. 4 180 A. crops (Buy 80 A.) 10 sows 60 steers 450 hens	Land	$40,000	+$1600
No. 5 100 A. cash crop $4000 off-farm (gross)		$0	—$750

Figure 3 — Substitution budgeting is used when considering major changes in the whole farm. Five alternatives were set up by an Ohio farmer using the substitution budget method. Alternative three showed up the best.

The actual mechanics are similar to those used in partial budgeting. The end result is not an actual farm income figure but the change (+ or −) in farm income that would probably result if various possible alternatives were put into effect. The present normal income is calculated using normal yields, production data, prices and costs. Data from the farmer's own records is preferred. Care must be exercised and good judgment used in keeping in mind that changes in cropping or livestock systems may also result in some change in labor, machinery, buildings, and in the management level required. If these are relatively fixed as far as the farmer is concerned, he must plan accordingly.

The alternative changes that can be budgeted through with this method include off-farm employment opportunities as well as livestock and crop changes on the farm. For example, on an Ohio farm where an excellent manager and his family were "underemployed" and wanted to increase their volume of business, five plans were considered as outlined in Table 3. These plans fit the operator's abilities and the limits of willingness and opportunity to change. Changes in farm income were measured by using the present normal income of the farm as a base. Some of the alternatives required changes in buildings, equipment, land and breeding stock.

In this case the budgeting of alternative No. 3 showed up as the best choice. This operator was a "top-notch" pork producer marketing 8.5 to 9 hogs per litter. Extremely high crop yields along with top livestock production indicated that a livestock program alternative was a better choice than cash grain and an off-farm job for this particular farmer. Some farmers find part-time farming or complete movement out of farming indicated as their best opportunity.

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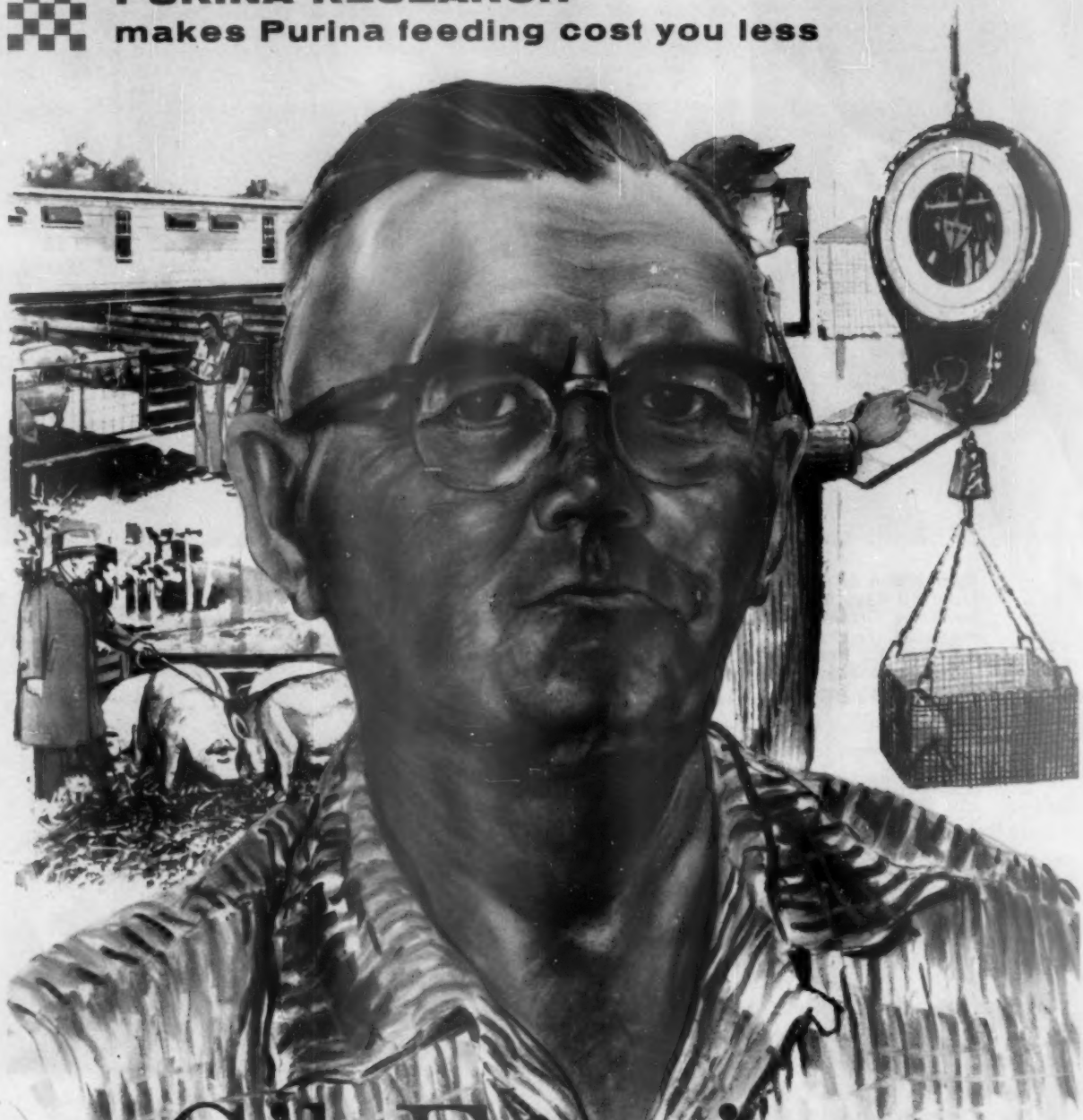


Gil Froming

. . . top hand in Purina Research Farm work for 32 years

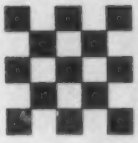
Genial Gilbert C. "Gil" Froning has been manager of the Research Farm Fattening Units for the past 19 years. Born and raised on a farm near Macon, Missouri, Gil came to Purina in 1929, after attending the College of Agriculture at Missouri University.

Complete records on 43,000 pigs

"Good research depends on time and numbers," Gil says. "You have to have enough time to repeat experiments again and again, and you have to run tests on enough animals to make the tests mean something. At the Purina Farm we have *individual records on more than 43,000 pigs*, which gives us a lot of confidence." The Purina Farm herd started with Durocs in 1927. In 1946 Yorkshire hogs were added. "So far as I'm

Comparison of embryos above shows growth from 30 days until just a few days before farrowing. Growth in these short periods is remarkable! Failure to give the sow adequate nutrition for her own body and for rapidly-growing embryos can have only one result—dead or runty pigs.

Purina Dealers across the country hold Public Hog Feeding Demonstrations. In a recent demonstration records from 2,288 Purina-fed hogs on 19 Illinois farms made 100 pounds of gain for an average feed cost of $8.97—made a pound of pork from 3.07 pounds of total feed. Ask your Purina Dealer for Purina hog feeding facts from your own area.



concerned," says Gil, " 'hogs is hogs' in matters of nutrition. Our sows honestly tell us what they think in terms of results, and we honestly record their opinions. Many well-accepted theories of feeding have failed this test!"

Gil comments, "The real objective of research is to produce better quality pork—the meat-type hog which the buying public prefers—and produce it at low cost. This is not an easy assignment, for it takes time and breeding selection and other important tasks like feeding, management and sanitation practices.

"At the Farm we are now certifying our own hogs. We are using top gilts from our registered Danforth Farm Youth Center herd and we buy registered boars from certified litters.

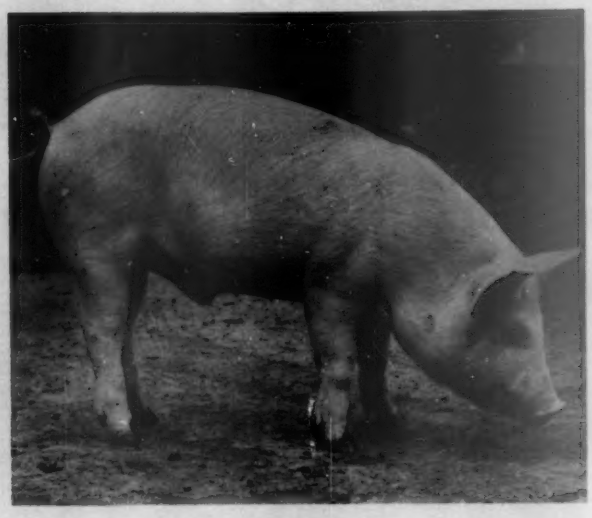
"It's our belief that the meat-type hog is not a matter of breeds but a matter of selection *within* breeds.

Brood sow sadly neglected

"Care of the sow in gestation is probably the most sadly neglected part of the hog feeding cycle—and it's most important! If hogmen could only see inside the sow during gestation—see how pigs already conceived are resorbed if the sow's diet is unbalanced, and how the sow tears down her own body to grow her litter—they would do a better job of taking care of their brood sows. It would pay them well, too!

Damon Stiegman, Purina Research Farm, points out the clean underline and good development of a sow about to farrow. Sows are brought into the Purina Brood Sow Farrowing Barn about 5 days before pigs come.

This is "Lonesome George." Fed Purina Nursing Chow and Purina Early Weaning Chow before he was 48 hours old, this pig weighed 59 pounds at 83 days, when this picture was taken. "George" has gained .67 pounds daily since birth.



"Feeding is not the whole story, though. There are important factors other than nutrition. We call these factors environmental factors. They include such things as sow comfort, ventilation dampness, sanitation—none of which can be overlooked.

"There's the question, too, of sows in confinement versus exercise. All of these problems are under study at the Farm. We just need more answers from the sows."

Although attempts to improve rations never stop, new records are being achieved on today's Purina Sow Chow and Purina D & F Chow (fed before and after farrowing). Gil says, "Sow Chow has proved it has what it takes and D & F helps Mother Nature in many ways. D & F is a cooling, bulky ration which tends to prevent fever in udders. It seems to regulate digestive systems of both sow and pigs. It helps avoid constipation. Sows on D & F feel good; they're in a better humor—and that's important—and in all-round good shape to farrow and handle their litters."

New Purina Farm weaned pig record

Yorkshire sows, which farrowed in April, averaged 10.28 weaned pigs per litter to top Purina's former record of 10.22 weaned pigs per litter. Average birth weight was 2.90 pounds.

One litter was weaned when less than 24 hours old. These pigs were on an experimental program to develop a successful sow's colostrum milk replacer. Purpose is to provide a ration for SPF (Specific Pathogen Free) pigs. Pigs were divided into three groups . . . fed three different rations. Some pigs in two groups died. All pigs lived in one group and *weighed an average of 29 pounds at six weeks!*

The story of "LONESOME GEORGE"

"We have one pig that the boys named 'Lonesome George,'" Gil relates. "We had such big litters that 'George,' farrowed April 5, just didn't have a home, so, before he was 48 hours old we started him on a ration of Purina Nursing Chow and Purina Early Weaning Chow, fed dry from the start. At 47 days 'George' weighed 33 pounds—just four and one-half pounds less than his biggest brother, which had nursed the sow and been on a self feeder for four weeks. On June 27, when 83 days old, 'George' weighed 59 pounds. Deducting his birth weight of 3.1 pounds, 'George' made an average gain of .67 pounds *every day since birth!*"

Gil is understandably proud of Purina's famous Baby Pig Chows, each designed for a special purpose. They include Purina Baby Pig Chow, Purina Pig Startena, Purina Pig-Plus and the sensational new Purina Early Weaning Chow. All these feeds were developed and tested at the Purina Farm Pig Nursery for years before they were marketed in the Checkerboard Bag. All of them are highly fortified to protect baby pig health. All of them help pigs make remarkably fast gains on little feed and at low cost. The Purina Finishing Program, too, is well known for its pork-producing ability —100 pounds of pork from five bushels of corn and only 46 pounds of Purina Hog Chow.

Purina Farm figures show hogs on the Purina Program reach market weight in less than five months—produce one pound of pork from only 3.26 pounds total feed. And feed cost to produce 100 pounds of pork figures around $9.00. Records from hundreds of hog feeders equal or better Purina Farm records.

Purina Pig-Plus is fortified with extra vitamins, minerals, and antibiotics to help baby pigs through stress periods, condition suckled-down sows, keep hard-working boars in condition. There's a place for Pig-Plus on every hog farm.

You can help prevent iron deficiency anemia with Purina Pigemia, Injectable. It's safe, easy-to-use, effective. Pigemia, Injectable, comes in sterile, self-sealing bottles at your Purina Dealer's.

Purina Health Aids help you raise thrifty sows and pigs

Guard sows and baby pigs against disease and parasites by using our complete line of Purina Health Aids for Hogs. Those shown here are among the many wormers, germ-killers, and treatments developed by Purina Research to aid hogmen in raising thrifty, good-doing hogs.

PURINA PIG-PLUS GIVES SOWS, PIGS AN EXTRA BOOST

Purina Pig-Plus helps poor-doing baby pigs or runts snap out of it fast! It's fine for suckled-down sows, and it helps sick hogs to get back on feed. Ask your Purina Dealer to mix Pig-Plus into your sow or pig ration at 2% level for two weeks. See how this vitamin-mineral-antibiotic concentrate stimulates growth and appetite. Then you'll agree that Purina Pig-Plus has a place on every hog farm.

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At birth, a baby pig has only enough iron in its system to last a few days. Protect your pigs from iron deficiency anemia with Purina Pigemia (Injectable). Give pigs one shot when they are two to four days old . . . another at two weeks if you're going to raise them in a Pig Parlor. Pigemia (Injectable) costs little. It's easy to use, effective. Comes in sterile, self-sealing bottles.

Across America thousands of hogmen have learned that the Purina Hog Program proves its value after the bags are empty. The extra pounds of low cost pork this program helps them produce . . . and at extremely low cost . . . explains why more and more hogmen are switching to Purina's research-proved Hog Chows.

Why don't you try the easy-to-follow Purina Hog Program? Feed the right amount, just as recommended by Purina Research. Follow management and sanitation suggestions. Keep complete records and prove to yourself that feeding Purina costs you less . . . pays off BIG!

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Agriculture's Public Relations

Part II
by Richard E. Geyer

So Far, a Miserable Job

● SEVERAL MONTHS AGO a touring Northern reporter wrote these words about the South: "No section of the country has accomplished more—few have done as much—for the good of the Negro in the seven years since the Supreme Court decision.

"But this phase of Dixie today has gone largely unpublicized afield," he continued, "primarily because the new light in this section has been kept under a bushel. I think it is dawning on Southern leaders that they have done a miserable job of *public relations* since 1954." (Italics are the author's).

Agriculture, too, has a story to tell —one that goes back many years beyond 1954. Unfortunately this story has not been told, either.

The people do not know the truth and we should be worried. As farm votes become a smaller proportion of the total the danger of political asphyxiation increases.

Even more, the farmer's political stature has been eroded in the past year by these developments:

He backed a loser in last fall's national elections.

A record 47 billion dollar military defense budget and highly competitive domestic money demands threaten to cramp agriculture's position in the federal budget.

Failure this year of the Congress to enact a far-sighted farm program designed to solve basic problems heightens the chances of a taxpayer and consumer revolt against agrarian assistance.

Despite these ominous developments we questioned the extent of urban hostility in last month's Better Farming Methods. We said that apparently a substantial contingent of agri- leaders believe that most of our city cousins are too much concerned about personal problems to become aroused about farm surpluses and subsidy payments.

We called for studies of urban attitude to guide our public relations thinking.

But we acknowledged that public relations is important regardless of urban attitude. "Anytime you are in a minority you have to watch your public relations," C. Maurice Wieting, Vice President for Information and Education at the Ohio Farm Bureau Federation warned us.

Already Have Good Will

At issue, then, is the nature of a public relations campaign and the urgency with which it is planned and implemented.

For a candid appraisal listen to Frank R. Neu, the American Dairy Association's Public Relations Director. In assessing agriculture's public relations needs he begins with the premise that we have a strong backlog of good will upon which to build.

"The assumption that all consumers hate all farmers and have all kinds of wicked ideas about agriculture just doesn't make sense to me," he declares. "We should build on our good will instead of walking around with a chip on our shoulder feeling that the world is 'agin' us."

But Neu does not oppose telling the factual story about agricultural accomplishments. This he favors. "It is always good to have people understand the progress agriculture is making or the contributions of various agricultural products to our own health and welfare."

However, Neu warns against expecting too much molding of consumer attitudes through planned advertising campaigns. "We could spend millions of dollars in advertising and publicity efforts to tell consumers the story of farm production, but do you think this would change attitudes?" he asked. "Surely it's interesting for people to visit a farm, but when the consumer is in the food store making her buying decisions, she is going to buy on the basis of what the expenditure of money means to her and her family personally. She won't be thinking about price supports, the cost of production, or any other of the items that are so important to us."

What *can* public relations do, then? First we must define public relations and we will take the definition by the National Cotton Council's Bill Foreman: "Public relations is both living right and getting credit for it."

Living right? This is doing the most efficient farming job possible in order to earn consumer confidence and willingness to pay a reasonable price. "Consumers will have fewer reservations about any government aid program for agriculture if there is some evidence that farmers are really trying to operate efficiently," Neu explained.

More Than Just Production

Living right is being marketing-wise. "The modern businessman-farmer cannot stop when he has produced efficiently," Neu continues. "He must know the market for which he is producing, its size, its potential demands for his product, the most efficient ways to get these products to the consumer."

Living right is assuring that the programs we propose and implement are in the best public interest. Agri-

(*Continued on page* 24)

When cows are stabled, good sanitary practice calls for regular clipping. Clipped cows are easier to keep clean. Clean cows mean less sediment and a lower bacteria count. Regular clipping means more money for the dairy farmer.

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culture Secretary Freeman stressed this in a recent Progressive Farmer article when he said: "Farmers must be certain that the programs they build are good for the entire national economy—beneficial to their customers and the taxpayers as well as to themselves."

Living right is being realistic and conciliatory. Speaking on reapportionment, a farm housewife in a state top-heavy with rural representation in its legislature said recently: "Let's fight for the way apportionment is now or the farmer will lose any voice he has now." Is this attitude best in the long run?

Let us research our own attitudes on farm programs and other public issues and cut them to fit the "public interest" criterion. Otherwise words aimed at bettering the farmer's image may be oil poured on the smoldering embers of urban resentment.

"If a factory is smoking up a neighborhood, all the good will tours, advertising and speeches are to no avail in convincing the community that this industry is a good citizen," Foreman illustrates. All the housewife knows is that her wash gets sooty when its hanging on the line.

"When she sees some workmen on the smokestack, her whole attitude changes," Foreman continues. "She is convinced positive steps are being taken to stop the smoke."

The public relations expert is vital because getting credit for living right is not automatic. The truth must be taken to the people—facts like the story that farmers are business people, participating in the business community in a businesslike way.

Here are some guidelines for a public relations programs. It should be:

1. Two-way. Listen to the city fellow's problems and you will find a better listener for yours.

2. Sincere and truthful.

3. Not aimed at asking for sympathy. Understanding is the goal.

4. Operated with farmer participation. "If farmers think they can turn over their public relations to some professionals and forget them, the program is doomed from the start," Foreman maintains. "Why? Because all the public relations experts in the country can't help agriculture if people who depend on it are not really sold on the job of helping themselves."

5. Person-to-person. "Public relations has to be done face-to-face," declares Wieting. "Often times we never make an effort to meet city folks. Yet, if we know each other we can better discuss the problems that affect each of us."

This should be easier nowadays. Farmers rub elbows more with city people through part-time jobs off the farm, participation in urban activities, and in many other ways.

"If we will be responsible for enlisting a few of the people we see every day and the next fellow will do the same, can't you see what it would mean?" he asked. "There are about three thousand counties in the United States. If just two or three people in each county really dedicated themselves to this cause, right away we would have from six to ten thousand public relations men communicating ideas in the most effective way yet devised — *face-to-face.*"

This idea would work especially well in small communities, believes William J. Kuhfuss, President of the Illinois Agricultural Association. But perhaps not in larger cities. "In metropolitan Chicago the task is far more difficult. We feel the approach can be made through service groups and other civic organizations through a regular program of providing agricultural material to them for presentation."

Here's how one group of agri-leaders — county extension agents — can tell the agricultural story to our city cousins. "County agents have an excellent chance to work directly with chambers of commerce, labor unions, and other urban organizations," Wieting said. "The county agent can take the farmer's story to consumers, too, if he provides consumer education in the purchase and use of farm products."

In a third article, last in this series, we will review some public relations programs that are in the planning stage or are already under way. We will learn the "why and what" of the American Dairy Association's public relations efforts that were shaped after consumer surveys indicated little ill effect from the recent animal fat-heart disease publicity.

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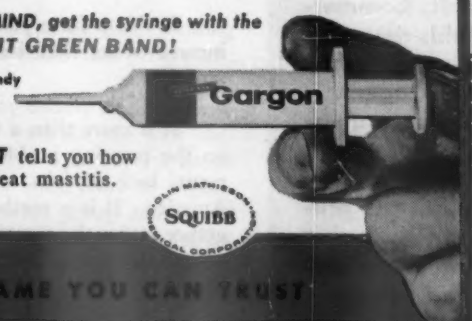

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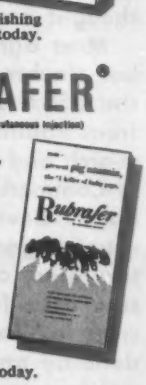

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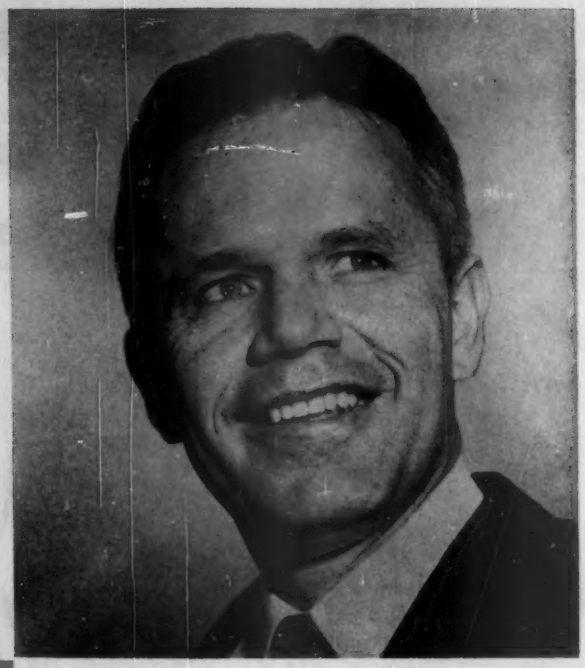

A veteran Washington farm reporter pretty well summed up the feeling on USDA's expanded Rural Development program with these words — "could be the most significant agricultural development of the century" — with accent on the *could be*. After private talks with county agents, government leaders, small town businessmen, and farmers, Better Farming Methods found the "could be" a prevalent thought among all groups.

Most agreed that the idea was good, but doubted that the vast resources of the USDA could be turned quickly away from traditional patterns of production research and information to the "Chamber-of-Commerce-type-role" called for under Rural Development plans. We found county agents, and some extension directors, leary of going for the program. They saw it as further direction from bureaucrats in Washington — another job to be done by an already busy staff. Commercial farmers wondered what this new program would mean to the services they have come to expect from the agent.

For the answers to some of these questions we went to Dr. E. T. York, Jr., head of the Federal Extension Service, an agency with responsibility to get the program rolling in the field. This exclusive Better Farming Methods interview explains away many of the fears we have heard about the program.

Dr. York, the Secretary of Agriculture has indicated that more of the vast resources of the USDA will be thrown behind an assault on income problems of rural areas through a Rural Areas Development Program. Could you explain briefly what this program is?

Rural Areas Development is a program aimed at the broad range of problems relating to economic progress or growth in rural America. It is not a special program of any one agency, but brings together for the first time the resources of many groups to work on a unified program of economic development. In the past, the approach has generally been fragmentary. There was no overall plan. Each group operated in its own special niche with little thought about how its programs fitted in with other groups to provide the kind of assistance needed to promote economic growth.

Under RAD, each county and area will study its resources and potentials, and make its own plan of action. They'll decide where they are going—and how they will get there. This kind of economic planning demands the cooperation of local government agencies, business leaders, farm leaders, and indeed, a cross section of the leadership from every segment of the area.

Is this a farm program, or is it a program for low-income areas that have few farms in the commercial sense?

It is more than a farm program. It is a total attack on the pressing problems of low income, underemployment, lack of jobs and need for adjustment in rural America. It is a method of helping people, working together to get the most out of all their area resources and potentials—farm, human, industry, forestry, and recreation.

The goal is to bring farmers more adequate returns and make the rural communities more prosperous. Such an approach may be more needed in low-income and un-

"I would emphasize the fact that this program is not something conceived in Washington to be forced upon the people."

deremployment areas, but the principle of working together on farm problem adjustment and economic growth is a good one for any area.

Then Rural Areas Development is really not a program, but just a method of helping people.

That is right. It is a method by which all of us working together help the local people plan and carry out their own area programs.

How does the USDA's Rural Areas Development program relate to the Area Redevelopment Act recently passed by Congress?

The Area Redevelopment Act simply provides some added help the people in our most depressed, underemployed rural areas can apply for and use to bring about the needed adjustment and economic growth in their area. These include loans for commercial, industry and other development, loans and grants for public facilities to support industrial growth, and financial assistance for planning and retraining workers.

The Area Redevelopment Act provides assistance for both urban and rural areas. It is administered by the Commerce Department, which in close cooperation with the Agriculture Department, has designated 487 rural counties where underemployment is such that they are eligible for assistance under the Act.

The Extension Service and other USDA agencies will do everything possible to help the Rural Areas Development committee in those counties apply for and use this assistance to best advantage.

What will be Extension's role in this plan?

The Extension Service will furnish organizational and educational leadership. This involves helping the local people organize, involve the groups concerned, inventory their resources, study alternatives, plan and help carry out programs that put resources to best use. In close cooperation with the other agencies, we'll serve more in the role of the organizer, motivater, and expediter.

Are county agents really qualified by their training and experience for their new role under this program?

This is not a new role for many county agents. Many of them have been doing similar work for the past several years in Rural Development pilot counties and areas.

We believe that other agents, with years of experience in helping people to organize for group action will rise to the occasion and perform a great service for all rural people.

What will this "new role" of the county agent mean to the farmer who has looked to him for technical advice on production practices?

Farmers will still be able to get all the technical advice in the future that they have in the past. No area adjustment and development program would be effective without having the best technical advice behind it.

We are living in an age that demands both the total management look at problems and more specialized crop, livestock and other assistance. Many agents and specialists are becoming more specialized, and we are turning toward area agents who each work on special technical problems in several counties.

Traditionally, the county agent has looked to the Land-Grant College for guidance and information in carrying out his program. Who will he look to for guidance in carrying out his duties under the Rural Areas Development Program?

There will be no changes in the normal channels of authority and information under this program. The state extension director will serve as the contact between the USDA Rural Areas Development Board and Rural Areas Development programs in the state.

The county agent would continue to look to the same sources for guidance and information that he has used in the past. This program does broaden the county agent's responsibilities and will, of course, mean more and not less information and help will be forthcoming.

At this point I would emphasize the fact that this program is not something conceived in Washington to be forced upon the people. Throughout the planning of these efforts, major emphasis has been placed upon the fact that primary responsibility will rest with the local people.

For example, to participate in the Area Redevelopment Act, local groups must analyze their resources and present a plan for economic development. The Federal Government would merely provide some tools to help local people solve their problems and take advantage of their potentials.

Dr. York, how can farm people help to get this program rolling?

They can help by serving on committees, by discussing the program with their neighbors, by urging their farm organizations to support the program, by seeing that a plan is made—and carried out. There will be plenty of opportunities for all farm people to take part.

Dr. York, how long will it be before folks in rural areas begin to see some results in this program?

The results will come largely in terms of what the local people want to get together and do. In some of the earlier pilot counties some results have come rapidly.

Of course, it takes years to develop and carry out a long-time total area adjustment and economic growth plan, but new industries to put people to work can show some real results in a few months.

How To Sell Your Land

by C. Rotherham
Farm Land Broker

● THE PROSPECTIVE BUYER of your land is looking for two things. First, he will only buy if he can use the land for the purpose he has in mind, and secondly, he wants to make a profit from the land.

The land must be made as attractive as possible in order to bring the greatest number of buyers to consider purchasing. How do you make your land most attractive? You work, evaluate, and make decisions on the following items:

1. Give as clear and perfect title as possible.

The usual buyer will want a contingency regarding an inspection of the preliminary title report and this requirement can easily be eliminated by having your own title report available. Many times one of the big jobs in escrow is to clear up small but aggravating matters such as easements for pipelines and expired oil leases, quit-claim deeds that have not been recorded, railroad rights-of-way, and easements of ingress and egress that have been in existence for many years. Know what these clouds are and clear them up through research, negotiation and/or suit and then title will not be an obstacle to selling. Examine your mortgage agreement, if any, to see whether it can be paid off at any time.

2. To give the best land, use zoning.

We must recognize that the zoning that has the greatest number of buyers is for single-family residences and land zoned to small lots brings more money than large lots.

Do not let anyone zone your land for duplexes. It is a poor investment because the land cost is too high for the rental return.

3. Have a survey map prepared showing boundary lines and topography.

It is well worth the money to spend a few hundred dollars for a survey of the property to show the net usable boundary lines and the topography. The advantage to the seller lies in being able to refute assumptions by the buyer that the land is not as simple to develop as is perhaps the case. A topography map will give the prospective buyer a good opportunity to do some quick engineering and cost appraisal work and put him in the position to make a more sound decision to buy.

The difference in having a topo map or not having a topo map may possibly be the difference in getting your price for the land or not getting it. In this connection, it is sometimes also well worth the time and money to make and put through the governing bodies a subdivision plat map. These decisions can be made after discussing your problem (at no cost to you) with a competent engineering firm to determine the cost and the possible benefits.

4. Prepare an area map showing prices, zoning and planning for at least a mile around the property, including the locations of all usable utilities and drainage facilities.

Obtain an area map from your city hall or chamber of commerce and spend a few hours at the county assessor's office and draw in all the property lines and the names and addresses of the owners for at least a mile around you and it would be better to go a good deal farther. On this map plot master-plan your city or county showing the probable locations of the shopping centers, schools, playgrounds, parks, different classifications of zoned land, sewer and water locations and usable drainage facilities. You may have to go to your local sanitary district, water district and flood control district to find out about these latter matters. Plot on your map all the properties that have been sold around you, who the new owners are, what they propose to use it for, and what the price and terms of the sale were. This may take some ingenuity on your part because accuracy is important.

With this information complete, you study the master plan of your city in relation to your property and try to determine whether you have the zoning that will suit your property best. Attend all meetings of any type that affect your land and keep fully abreast of all developments.

5. Gain an understanding and acceptance of the basic factors that constitute a deal.

It is a relatively simple transaction to sell a ranch to a rancher, but it is not a simple thing to sell property to industrial, commercial, or housing developments. In the first place, these people are governed largely in their planning by action of the planning commission, the council or board of supervisors, and various agencies, such as road departments, flood control districts, utility districts, and zoning restrictions. In addition, they have to meet certain requirements in order to get the financing they need. On the average, it takes a four-month escrow to accomplish all the details involved in the transaction with the foregoing agencies.

We have to recognize that no developer buys land that he cannot use immediately or that he cannot make a profit through the manufacture of buildings. The developer will probably make his offer subject to being able to have clear title, zoning he requires, an acceptable engineering report and costs. Should any one of these factors not work out to his satisfaction, he will insist on being in a position to cancel the escrow. It would seem that he should have this

right inasmuch as he is purchasing for a specific purpose and if this purpose cannot be accomplished, he has no use for the land. In other words, we must recognize that to get the top price we must go along with the method each different type of buyer has in buying. If you ever have your land condemned go to your lawyer to find out your rights.

6. Acquire an understanding and acceptance of your tax problem, including a thorough search into the possible use of trusts, gifts, corporation structure and tenancy (joint tenancy or tenancy in common), and trade out benefits.

Only your tax consultant can advise you in these matters and then only if he understands your financial position and your hopes and desires. The position that you wish to achieve will take considerable research on your part and should be the guiding light in the manner in which you handle your sale. This research should start as soon as you decide to explore whether or not you want to sell. This is also a fine time to do some soul-searching in estate planning..

7. Make a decision of what you would do with your money if you sell.

It must be realized that when one sells a piece of property his life situation has been materially changed. It may mean moving to a new locality and engaging in the same business. It may mean managing property of a nature that he has no experience with, and it certainly means reinvestment somewhere under a different situation to the one which he has been familiar.

It might surprise you if you knew how many people wish they had carefully considered this phase of selling and reinvestment prior to committing themselves to sell their property.

8. Have an understanding of the real estate contract and escrow proceedings in selling your land and buying with the proceeds of the sale.

Let us at once realize that once we have signed the sales contract which is also called the deposit receipt, it is binding upon the buyer and the seller and can be enforced in a court of law. My best advice to you is to contact a real estate man or your lawyer and carefully go over the terms and conditions of the deposit receipt form so that you are familiar with it prior to seeing it filled out with a deal for your consideration. Your title company or escrow office or any real estate man will be happy to give you a copy for your study. If there are implications in your deal that you do not understand, take it to your lawyer for his advice.

The escrow instructions will be taken off the deposit receipt and will describe what each party is to do and name the instruments to be drawn.

Let us remember that the escrow holder or agent is a perfectly neutral person or entity, whose sole responsibility is to carry out the procedures necessary to complete the transfer of a piece of property from seller to buyer without favor to one or the other. If you do not understand the escrow instructions, again consult your lawyer. It is my recommendation that you deal with a deposit receipt in addition to escrow instructions because you are in a stronger position in a court of law with this contract signed.

9. Personal factors involved in whether to sell or not to sell.

We like to think that when we have sold one piece of property and bought another that we have bettered ourselves. I would like to point out that this betterment should not necessarily be measured in terms of dollars. Let's consider it in several other lights, namely: (a) How many acres did we get for each acre sold? (2) Is each one of these acres as good or better than the ones we sold? (3) What will be my income from the new purchase, be it land or other property including stocks and bonds? (d) How much of my time will I have to devote to the operation and management of this new property at my age? (e) What will be my position with this property, five, ten or twenty years from now, and will I or my heirs succeed to a new and large capital gain in the future? (f) How much will the acquisition of the new property change my life and will I be happy with this change?

This feature is taken from an address given by C. Rotherham, farm land broker, at the 1961 *Orange County Citrus Growers' Institute and Farmers Conference, Orange County, California*

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NEW IDEAS — PAGE 36

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Diverted Wheat Land

● WHAT WILL THE FARMER get out of putting his diverted wheat land into conservation uses under the new 1962 Wheat Stabilization Program?

L. H. Barnes, Ohio State University extension economist, says payment for the original required 10 percent diversion can be either in cash or in wheat, if the wheat is available. Payment is based on the county support rate for No. 1 wheat, the yield per acre and the number of acres diverted.

If the farmer takes wheat as payment, he can sell it without penalties, but will not get price support on it.

Farmers can earn more payments by reducing their wheat acreage as much as another 30 percent of the farm wheat allotment. For this voluntary diversion the payment would be based on 60 percent of the adjusted yield per acre.

Barnes adds that any acreage taken out of wheat and used for conservation under the program must be in addition to any conservation acreage being paid for under any other Federal program and in addition to the average conserving acres on the farm in 1959 and 1960. There are exceptions for certain cost-sharing payments under the ACP.

"Put that back right now and I'll forget that you tried to collect payola from me!"

Corporating Can Help Family Farm

● CORPORATION FARMING — often regarded as "big business that will destroy the family farm" — may actually supply the key to strengthening many family holdings. Possible advantages of incorporation include protection of family investment, easier transfer of a farm to heirs, and other benefits inherent in corporation structure.

Oregon State University agricultural economists have pointed out that Oregon now has about 300 incorporated farm-ranch businesses and interest in this form of organizations is on the increase.

Most of the incorporated farms are family farms and the trend isn't limited to larger family farms, Hubbard said. Nearly all types of agriculture are represented with livestock ranches forming the largest single group.

Basic requirements for incorporating are simple. At least three persons 21 years of age may form a corporation and, on most corporate farms in Oregon, these are members of the farm family.

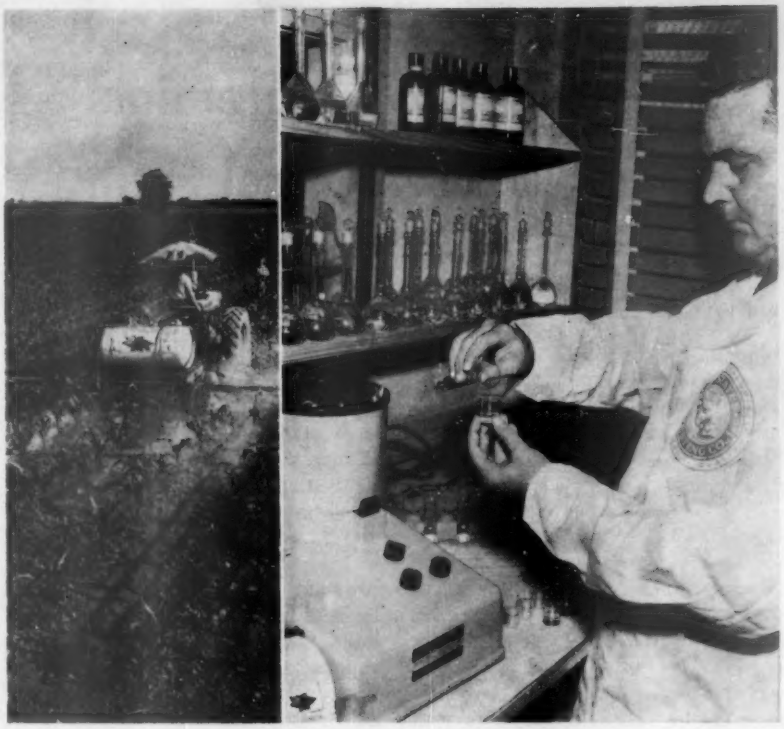
Value of incorporation in "holding together" family farms stems from a flexibility in transferring the farm to the next generation.

A major problem with unincorporated family farms comes, for example, when a farmer faces retirement with the prospect of physically dividing the farm among several heirs.

Under a corporation plan, however, one heir might operate the farm with others retaining corporate shares that can be bought, traded, or given as gifts without legally disrupting or breaking up the farm business.

Society as a whole is concerned with the social and economic losses incurred in the turnover of farms. The struggle of recapitalization every generation, small uneconomic units, and inadequate capital to meet technological needs of modern agriculture are common problems of farm transfers.

The corporation can be a major tool for maintaining the family farm while permitting some members of the family to leave the farm without losing their equity in farm property or withdrawing needed capital.



"Don't Guess—Soil Test" . . .

. . . is a slogan that has been used recently to put over the importance of every farm operator knowing his crop nutrient needs by first testing the soil. For years we at Big N have advocated this important profit step in crop production planning. Ample amounts of Big N Anhydrous Ammonia as suggested by a soil test can mean the difference between profit and loss on any crop.

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- What Happens When You Expand
- Rural Zoning
- National Brands For Farm Products

Making Linear Programming Work On A Typical Farm

● NOT LONG AGO two agricultural economists and an electronic commuter at the University of Minnesota got together and came up with some specific ideas on how to most profitably handle a central Minnesota farm using recommended production practices..

W. B. Sundquist and L. M. Day, the economists, had earlier interviewed 90 farmers selected at random in an area loosely bounded by Fergus Falls on the northwest, Farmington on the southwest, and Carlton on the northeast.

Taking the production resources each farmer had available, Sundquist and Day summarized the figures for each of three "typical farm situations" — the average for several farms — and fed the data into the machine.

Quick Decision Making

They wanted appraisals based on price estimates of $15.50 per hundredweight for market hogs, $3.30 per hundred for milk, and $21.50 for good fat cattle. The computer deliberated the matter for a full second or two. Then, using the linear programming system of budgeting (that's just budgeting with a machine), coolly returned the following appraisals:

For the small farm, about 39 acres of cropland and 19 acres of open pasture, the most profitable organization is with 12 dairy cows and 66 head of feeder cattle. They'd use up all the available forages and credit and should produce an income, net of direct operating expense, of $4,570. Only trouble with that set-up is that there's no way to use up the supply of available labor (one man all year).

The medium farm, 100 acres of cropland and 32 acres open pasture, is most profitable organized with 16 dairy cows, 5 sows farrowed on a 2-litter system, and 138 head of feeder steers. This system is supposed to produce an income, net of direct operating expense, of $10,300. However, it takes $36,310 of credit, mainly to buy steers and corn.

Charges for the use of land, owned capital and depreciation on buildings and machinery need to be paid out of the $10,300. Also, no charge has been made for operator and family labor.

Most profitable organization for the large farm, 196 acres of cropland and 32 acres of open pasture, would include 19 dairy cows, 12 sows farrowed on a two-litter system, and 154 head of feeder steers. Income for the large farm, net of direct operation expenses, is estimated at $16,370. This operation fully utilizes all available winter labor, as does the most profitable organization of the medium farm.

The large farm is a two-man operation and the medium farm has also a man-and-a-half of available man labor. Regardless of farm size it's most profitable to fertilize crops at recommended rates and to use minimum tillage — the least possible field work.

In case you'd rather raise hogs than feed cattle, Sundquist and Day say the net income for the small farm would be reduced by only $330 and by about $875 for the larger farms if the cattle-feeding enterprises were reduced to a minimum and hog enterprises expanded to 8 sows on the small farm, 27 on the medium farm and 56 on the large farm.

Less Credit Needed

All hogs would be produced on a two-litter farrowing and feeding system. The shift from beef feeding to hog production would reduce credit requirements by about 40 percent for the small farm, 38 percent for the medium farm and 25 percent for the large farm.

With market hogs selling for $17 per hundredweight or more, the economists say the dairy-hog type organization is somewhat more profitable than the dairy-feeder cattle organization.

More Output – Less Labor

● AMERICAN FARMERS reached new high marks in efficiency of labor and total production last year, turning out 3 percent more products with 3 percent less labor than the year before.

The U.S. Department of Agriculture reported this in its annual revision of the publication "Changes in Farm Production and Efficiency."

One farm worker provided food, fiber and smoking for more than 26 persons (including himself) at home and abroad last year—two more than he was able to supply in 1959 and a dozen more than in 1949.

The annual report provides statistical comparisons of 1960 with earlier years in production of crops and livestock, man hours of labor, use of fertilizer and machinery, and output per man hour in major types of farming.

"Strong Exception" To Charges of USDA

Swift & Company has taken "strong exception" to recent charges by Secretary of Agriculture Freeman that several packers, national food chain stores and lamb dealers have violated certain sections of the Packers and Stockyards Act.

In a company release, Swift points out that over two years ago the packers and Stockyards Division of the Department of Agriculture advised them that lamb buying and selling practices would be thoroughly investigated. Swift agreed to cooperate fully. When field investigators were finished, USDA representatives indicated they would discuss their final findings with the company. This was not done and Swift & Company first learned of the charges placed against them when they read the newspapers. Swift maintains that they have not knowingly violated any provisions of the Packers and Stockyards Act.

Contract Farming

(*Continued from page* 10)

shifted from independent to contract raising, almost invariably they have increased their flock size. This is particularly true in those cases where the farmer formerly raised his own replacements but now receives them from the man with whom he contracts. Under this and similar arrangements, the flock operator can reduce his capital requirements.

In Maine, the integrator, or perhaps more properly termed a multiple flock contractor, supplies the birds, feed, medication, and service calls. The flock raiser supplies the buildings, labor, and the day-to-day management.

The typical contractual arrangement (written contracts are not the practice) calls for the raiser to receive a specified sum per square foot or per bird. In some cases, he receives a share in the profits. The following are some of the current ways by which the raiser is compensated:

½ cent per bird in growing stage. 1 cent per sq. ft. while birds are laying.

2½ cents per bird plus 2 cents per dozen eggs.

3 cents per bird per week.

2½ cents per bird plus a 50 percent share in the profits.

Thus, in return for surrendering some of his management prerogative, the grower is assured of a reasonable return for his investment and labor. It is true, of course, that the operator's security rests to a great extent with the multiple flock owner with whom he contracts. For any number of reasons, including a drop in market price, the contract can be cancelled. If his contract is cancelled because of prolonged depressed market conditions, the operator may not be in as bad a financial position than if he had been supplying all of the capital requirements of the operation. On the other hand, his total loss of income could be more disastrous than would be a reduced income if he were operating independently. It should be mentioned, however, that few, if any, contracts have been cancelled because of depressed economic conditions.

One of the characteristics of our changing agriculture has been the rapid growth rate of specialization. The fact that family poultry flocks in the 5,000 to 10,000 range are beginning to become more common is a demonstration of specialization. But not all farmers, even if they possessed the capital for doing so, could manage an operation of this size. An individual may be basically a good farmer, but may lack the over-all abilities to handle all of the capital, production, and marketing requisites which accompany a flock of 10,000 laying hens.

There are other persons (and in the Maine table egg business, most of these persons are themselves farmers) who do have the ability to manage a number of flocks. In Maine, the typical multiple flock owner contracts with five to eight other growers, who raise a total of 50,000 to 75,000 birds. As a member of the Maine Extension Service puts it, "The man who is raising under contract can go to bed at night without too many weighty problems. As a result, I believe that he can do a better job in raising his birds."

Few Corporate Giants

Many persons view present-day contract farming with alarm because they feel that all farming will soon be in the hands of a few corporate giants. This is technically possible. There are signs, however, that this day may be a long time in coming. For example, while large egg buyers, such as the national chains, may prefer to do business with larger suppliers like the Maine multiple flock owners, they no not appear anxious to deal with farm giants. They do not want to be overly committed to one supply source. Thus, there appears to be a built-in brake in this one segment of contract farming. There are, no doubt, similar factors for other commodities.

Contract farming is a reaction to changing conditions. Today's farmer and his family are as much affected by Fifth Avenue as they are by Main Street. The farm family's needs have become similar, if not identical, to those of their urban counterparts. To satisfy these needs, a steady income is necessary. This factor, coupled with the accelerated cultural importance of security, the high capital investment required for independent farm operation plus the actual wage and industrial experience of many persons with a rural orientation, contributes to the appeal of contract farming.

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"What Farm Leaders Are Saying..."

In a North Carolina State College press release, **Dr. S. H. Hobbs, Jr.**, a rural social economist at the University of North Carolina noted, "We are going to experience substantial gains in mechanization. There will be further consolidation of farms, and there will be more specialization of farm production. There will be considerable gains in integrated farming, such as has been developing in the Middle West in recent years. Probably the best word to express successful farming in the future is agribusiness, which simply means applying business methods to the business of agriculture. We will always have family farmers and even a large number of subsistence and nondescript farmers, but the market place is being and will be taken over by a small percent of farmers who are businessmen as well as agriculturalists."

• • •

U.S. Secretary of Commerce **Luther H. Hodges,** principal speaker at the recent Forest Land Conference banquet, praised the forest industries for their efforts in conservation of the country's forest resources and in utilization of its raw materials. "Today," he said, "our forests are capable of supplying the demand for forest products. We are currently adding more timber volume than we are removing each year. But what about the future? We will be using far more of most forest products by the end of the century."

In an address to the annual convention of the South Dakota Farmers Union, **James G. Patton,** President of the National Farmers Union, said that Orville Freeman has accomplished more in eight months as Secretary of Agriculture than Ezra Benson accomplished in eight years. The farm leader characterized Benson's eight years, followed by Freeman's eight months in office as "a long hail storm followed by bright sunshine and good growing weather."

• • •

"Agriculture is a growth industry, not a dying one," **M. K. Mathews,** deputy director of Land Bank Service for the Farm Credit Administration, Washington, D. C., recently told stockholders of the Federal Land Bank of New Orleans. "Based on population increases alone," Mathews said, "demand for farm-produced food and fibre will increase as much as 40 percent by 1970 for some products and it will be up to farmers — working individually and through their cooperatives — to gain their fair share of the growing market. It is time we all admit that making a living from the land is not a God-given right, but a privilege that must be earned."

Speaking on the subject "Reclamation Pays" before the House of Representatives in June, Congressman **Wayne N. Aspinall** of Colorado said, "Looking ahead, we see a nation with half again as many people trying to support themselves with less farmland. We see a nation facing staggering world responsibilities which must be met from a resource base which will be adequate or insufficient, depending on wether we today are farsighted or shortsighted."

Marketing Changes Revolutionize Meat Industry

Marketing patterns for Iowa products have been changing rapidly — especially in the past 10 years. But sometimes Iowa farmers do not act as if the changes had taken place in their own marketing programs, Farm Economist Lee R. Kolmer said recently at Iowa State University.

The decentralization of farm markets is a major factor in these changes, he pointed out. It already has brought a larger share of the marketing and farm product processing industry to Iowa, particularly in livestock production and marketing, he said. The decentralization began in the 1920's, but has made its most rapid development in the past 10 years. This decentralization trend will continue during the next few years.

Kolmer pointed out that this trend has already brought an increase in the volume of Iowa's livestock processing industries.

The trend promises further opportunities for increases in agricultural processing industries and employment in Iowa in the coming years. It also means special opportunities for farmers to benefit by producing to meet the special demands of the new types of processing plants.

The livestock processing plants of the future, Kolmer said, will set up for maximum flexibility in operations. They will use a high proportion of capital equipment along with proportionately less manual labor than the older processing plants have used.

Real Specialized Plants

These local plants will also be more specialized. Some plants, Kolmer said, may slaughter only one to two species of livestock. For instance, they may kill only cattle, or only hogs. They may even limit their operations to certain weights and qualities — as to good and choice steers and heifers weighing between 900 and 1,100 pounds.

25,000
25,000
50,000
25,000
75,000

The Family Is Growing!

Yes, the BETTER FARMING Methods family is growing. Beginning in January, 1962, 25,000 more top income farmers will be receiving this publication every month. That will bring the total circulation to 75,000 copies monthly.

Originally BETTER FARMING Methods was a professional magazine for professional agricultural leaders - mainly county agents, vo-ag teachers, farm home administration administrators, extension specialists, etc. Then on July 1, 1960 we changed the editorial content to appeal to all agricultural leaders, whether professionals or influential farmers. At that time the circulation was expanded to include, besides 25,000 professional agricultural leaders, also 25,000 influential top income farmers. It is this group of people which is now receiving BETTER FARMING Methods.

Now we have found that professional agricultural leaders and the influential farmers like BETTER FARMING Methods equally well. And more farmers are asking to have it come into their homes regularly.

So beginning with the January, 1962 issue, BETTER FARMING Methods will have 75,000 total circulation... 25,000 professional agricultural leaders and 50,000 influential farmers.

Two things make BFM outstanding: Its thought-provoking articles and its unique audience which comprises the cream of agricultural influence and buying power. No other magazine in America can match it.

Business Magazine for Leading Farmers

BETTER FARMING METHODS Mount Morris, Ill.

BPA

FARM TRENDS

A quick summary of developments in agriculture

PROCESSED POTATO PRODUCTS took 49.3 million hundredweight of the, 257.4 million cwt. produced in 1960. This compares with 40.2 million cwt. used for processing in 1959 and 34 million in 1958. It is interesting to note that the potatoes sold for table stock from the 1960 crop stayed about the same as in 1959.

FARROWING INTENTIONS are up 4 percent for the 1962 winter quarter from December through February in the 10 Corn Belt States. If hog producers follow through on their reported breeding intentions, 1,845,000 sows will farrow during this winter period. Reported intentions indicate a 13 percent increase in Nebraska, 12 percent in Kansas, 11 percent in Minnesota, 10 percent in South Dakota, 6 percent in Missouri, 4 percent in Illka, 3 percent in Iowa, 2 percent in Wisconsin and Indiana, while intentions in Ohio are down 3 percent.

COTTON PRODUCTION IN 1961 is expected to be slightly lower than a year earlier. This is due to lower yield per acre, which is down about nine pounds from the 446 pound average yield in 1960.

1961 FARM INCOME got a shot in the arm with the advance payments made to participants in the 1961 feed grain program. Total payments for diverting land from corn and sorghum grains to soil conserving uses, could exceed $700 million in 1961. Net farm income for all of this year is expected to be about 7 percent above 1960 estimates.

JAPAN HAS REPLACED THE UNITED KINGDOM as the United States' number one foreign market for agricultural products. Exports to Japan for 1960-61 were $553 million, an increase of $112 million over the previous year. Exports to the United Kingdom fell to $466 million in 1960-61 from $474 million a year earlier.

FARM BUSINESS CONDITIONS

Parity ratio up

Marketings up

Farm deposits up

ITEMS	August 1961	July 1961	August 1960
PRICES:			
Received by farmers (1947-49 = 100)	89	87	86
Paid by farmers (1947-49 = 100)	120	120	119
Parity price ratio (1910-14 = 100)	80	79	79
Wholesale, all commodities (1947-49 = 100)	119	118	119
Paid by consumers (1947-49 = 100)	128	128	127
LABOR:			
Farm labor, U. S. (del. per week without board)	—	48.25	47.30a
Factory labor, U. S. (del. earned per week)	93.83	94.00	90.35
PRODUCTION:			
Industrial, physical volume (1947-49 = 100)	—	171	165
Farm marketings, physical volume (1947-49 = 100)	138	131	143
INCOME PAYMENTS:			
Total personal income, U.S. (annual rate, bil. of del.)	419	421	405
Cash farm income, U.S. [1](annual rate, bil. of del.)	—	37	36
EMPLOYMENT:			
Farm (millions)	4.3	4.5	4.5
Nonagricultural (millions)	62.2	62.0	61.8
FINANCIAL (District member banks):			
Demand deposits:			
Agricultural banks (1955 monthly avg. = 100)	100.4	99.0	99.2
Nonagricultural banks (1955 monthly avg. = 100)	101.0	103.7	103.1
Time deposits:			
Agricultural banks (1955 monthly avg. = 100)	144.7	143.7	134.7
Nonagricultural banks (1955 monthly avg. = 100)	148.0	147.2	131.9

[1]Based on estimated monthly income

[a]July

Compiled by the Research Department, Federal Reserve Bank of Chicago

CATTLE PRICES ARE EXPECTED to hold relatively close to present levels during the next several months and will likely average a little below prices last year. Available supplies are probably close to those of last year.

COMPLETE ERADICATION OF HOG CHOLERA is the object of a bill recently signed by President Kennedy. The bill authorizes the USDA to undertake a broad Federal-State effort to eradicate hog cholera from this country.

FINAL 1961 CROP CORN SUPPORT PRICE is unchanged from $1.20 per bushel minimum. The national average support price for 1961 crop corn will be unchanged from the minimum "advance" support price anounced last March. The final county support rates will also remain unchanged from minimum rates announced on July 27.

U.S. MILK PRODUCTION is increasing while the commercial use of milk is going down. The difference has been taken up by an increase in commercial stocks of dairy products and by larger government purchases. Less use of fluid milk along with the increased milk production has meant more milk for manufactured products. Government price support purchases the first seven months of 1961 amounted to 5.3 billion pounds on a whole milk basis. This was a three percent increase over the same period last year.

COMMANDO!

Lilliston's six-foot rotary cutter

Wars on stalks, weeds, brush — makes hay, too. Always on the attack. Wields tempered steel blades with tremendous shattering force. Shreds stalks, levels undergrowth, mows pastures, reduces weeds and brush to mulch. Then turns around and makes hay, too! Cost is low, and it works for practically nothing. See your dealer for a free demonstration — or drop us a card and we'll arrange it.

It may look like rough going, but the Lilliston thrives on tough work. This portion of overgrown area was cleared in 8 minutes.

Makes hay as fast as your tractor will go. Side member adjusts to 45 degree angle (as above) or 90 degree angle to spread heavier material for drying.

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Albany, Georgia • Waco, Texas
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Manufacturers of Lilliston Peanut Equipment, Rotary Cutters, Disc Harrows and the Rolling Cultivator

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FIRST IN *Quality*

NORTH DAKOTA CERTIFIED SEED

This dry-land seed, grown in the far North has the reputation of making big crops of good quality in practically all commercial producing areas in the Nation.

Buy 'Em Now

CAR LOTS — TRUCK LOTS

STATE SEED DEPARTMENT
N.D.S.U. Station
Fargo, North Dakota

New Ideas you can use

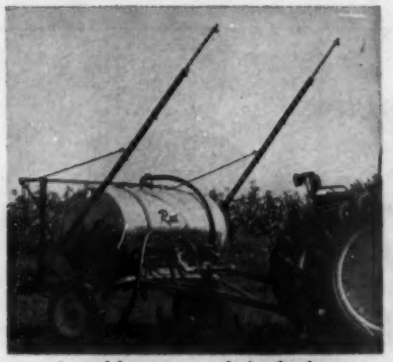
The booklets featured on this page present many new ideas. To obtain them, send a post card to the listed address, and be sure to include your return address. Say you saw it in Better Farming Methods.

Book on Grain Moisture

Here is a complete study of grain moisture and its effect on profits in one handy, easy-to-read book. The book, "Grain Moisture Management," covers all aspects of moisture management from harvesting through final storage and use.

Co-authored by Professor F. W. Andrew, Agricultural Engineering Department of the University of Illinois, and Dr. V. W. Davis, Agricultural Economist of the USDA, the book authoritatively discusses the dollar value of moisture in grain. The need for frequent testing to control grain quality and to insure maximum profits is graphically shown. Publisher of "Grain Moisture Management" is Radson Engineering Corporation, Macon, Ill. Free copies of the book are available direct from Radson. Any quantity may be ordered; however, a nominal charge of 25 cents per book is necessary to cover handling and shipping costs.

Liquid Fertilizer Equipment



A multi-purpose unit is the key to a well-balanced line of liquid fertilizer and anhydrous ammonia applicators being marketed by Rex, Inc. of Huntsville, Ala. A quick exchange of the boom for a tool bar makes a sub-surface applicator without need for additional parts. Tanks will be available in steel, aluminum, fibreglass, and for special uses, stainless steel.

Booklet on Aluminum Roofing and Siding

Independent field tests indicating aluminum roofing and siding for farm buildings aid growth and production of livestock and poultry have been published in a booklet by the Farm Institute, an agriculture service organization of Reynolds Metals Company.

Titled "Proof of Performance," the booklet contains reports from tests comparing aluminum with other farm building materials. Most of the tests were conducted by agricultural colleges and farm extension centers. Thirty-six pages long, the booklet includes tests involving dairy and beef cattle, swine and poultry. Geographically, the tests range from the Chesapeake Bay area to the Pacific Northwest. "Proof of Performance" is available on request to PRD 57, Reynolds Metals Company, Richmond 18, Va.

Farm Cooling Tank Bulletins

A colorful 8-page bulletin describes and illustrates Girton's new Deluxe D-2 Farm Cooling Tank. According to the brochure, the Deluxe D-2 features a revolutionary side outlet, one-piece counter-balanced cover, low pouring height, superb cleanability, very efficient direct expansion cooling, and heavy gauge stainless steel construction. Complete construction photographs, dimension drawings and table are included. The new tank is available in sizes of 200 through 1500 gallons, for remote compressor installation. For free copies of Farm Tank Bulletin No. 230 and Stall Bulletin No. 2020, write to the Girton Manufacturing Company, BFM Dept., Millville, Pa.

New Waterproof Polyethylene Tape

A new improved all-purpose, pressure-sensitive polyethylene tape is offered by Gering Plastics, Division of Studebaker-Packard Corporation. Three advances are claimed for this product known as Ger-Pak Miracle Tape: (1) It has a new superior adhesive with fast attack and superior pull strength; (2) It has a unique, quickly peelable slit-paper backing for ease of application; (3) The dispenser has a built-in cutting edge for greater convenience in use.

Ger-Pak waterproof Miracle Tape adheres to plastic, paper, smooth wood, and metal surfaces. It is widely used in industry and agriculture to seal, patch, join, and fasten plastic sheeting. It is practical for use as weather-protective covering for labels and markings on shipping containers.

"Guide to Better Welding"

This 50-page booklet tells you everything you need to know about selecting the proper electrode or welding rod to meet the requirements of any specific welding job. It also outlines the welding procedure you should use for using each type of rod. This book is free... and a must for every farm shop. Write to Marquette Manufacturing Co., Division of Marquette Corporation, 307 E. Hennepin Ave., Minneapolis 14, Minn.

New Soil Fumigator

A new self-propelled soil fumigator that can accurately apply chemical fumigants at rates from up to 150 gallons per acre, has been announced by the Agricultural Division of Morton Chemical Company, Chicago. The new unit is designed for fumigating in both greenhouse and field. Liquid fumigant is injected under pressure behind four subsoiler-type chisels. Working depths to eight inches below ground are available. Non-corrosive materials, made especially for fumigants, are used throughout. The tank is stainless steel. An instant trigger hitch on the drawbar permits easy detachment of fumigating equipment so that other standard working tools can be used. For more information, write Morton Chemical Company, Agricultural Division, 110 N. Wacker Drive, Chicago 6, Ill.

Livestock Insect Control

The U.S. Department of Agriculture has accepted new labels for the use of Vapona® Insecticide (DDVP) in controlling annoying insects in and around livestock buildings, according to a recent announcement by Shell Chemical Company, manufacturer of the product.

Vapona already had been accepted for

use in controlling the face fly on livestock, but it now can be used as a spray, bait or fog in and around dairy barns, milk sheds, stables, livestock barns, loafing sheds, pig pens, and outdoor areas.

An economical and low-dosage pesticide with a quick kill, Vapona controls flies, gnats, fleas, brown dog ticks, mosquitoes, ants, sowbugs and roaches —even resistant strains. Further information can be obtained by writing to Agricultural Chemical Div., BFM Dept., Shell Chemical Corp., 50 West 50th Street, New York 20, N. Y.

Complete Runway Lighting Package

"Flying Farmer" runway lighting packages provide everything you need for a 2,000-foot landing strip, runway, or taxiway. You can receive a free folder by writing to Line Material Industries, Airport Lighting Division, BFM Dept., Milwaukee 1, Wis.

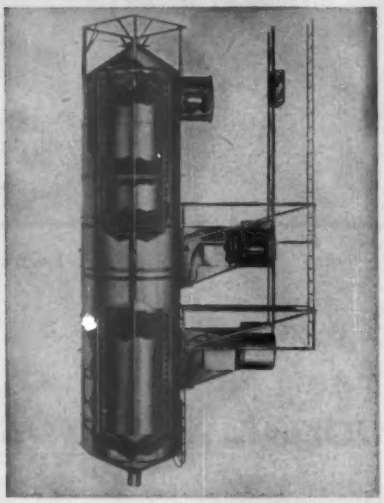
Special Report on Tylan

Elanco Products Company would be pleased to send you a copy of their October Better Farming Methods four-page educational insert that explains Tylan, the new antibiotic that improves gains in swine and fights CRD in poultry. Write to Elanco Products Company, BFM Dept., Indianapolis 6, Indiana.

Portable Space Heater

The new Thor SpeedHeater is a portable oil-fired unit for temporary heating and drying in frigid areas on farms. The SpeedHeater heats workshops, storage sheds, barns and brooders. It also can be used to preheat farm machinery and equipment for quick starting. The burner atomizes fuel centrifugally so there is no odor, no smoke, no buildup of fumes. Maintenance is kept to a minimum because there are no nozzles, no burner tips, no small orifices to become clogged or blocked and no adjustments to make. For more information, write to Thor Power Tool Company, BFM Dept., Aurora, Ill.

Continuous Flow Grain Dryer



The ACE Supply & Equipment Co., Inc., of Salina, Kans., has just announced their Model CF-75 Continuous Flow Grain Dryer, which will dry 1,000 bushels per hour. This unit is, in design, similar to their 800-bushel-per-hour machine, which also features multi-stage drying. The manufacturer claims the quoted bushel-per-hour figure to be the actual production of the machine. Nine models of ACE-HIGH Dryers are available with ratings from 250 through 1,000 bushels per hour.

Self Feeder for Cattle

Brower's new Kleen-Feed cattle feeder is filled only once a week. The trough is designed to save feed and it is always fresh. The specially designed trough keeps a constant but small amount of feed before cattle. For complete information, write to Brower Manufacturing Co., Box 7176, Quincy, Illinois.

Automatic Milk Weighing and Sampling

Automatic weighing and sampling for pipeline milking is made possible with the new "Milk-O-Meter." This equipment is approved for all official testing. Write to Technical Industries, Inc., BFM Dept., 2711 S.W. 2nd Avenue, Fort Lauderdale, Florida.

FREE FILM

THE STORY OF KIMBER CHICKS, 35 mm., sound, color, 21 minutes.

Shows the methods employed by poultry geneticists to improve commercially important traits, and how modern data processing equipment is employed to handle the facts accumulated at the breeding farm and in numerous field trials. Film is on loan from Kimberchiks, Inc., Fremont, Calif.

FOR A HAPPY HARVEST

PLANT — MAINE CERTIFIED SEED POTATOES

Product of the nation's most complete seed potato improvement program.

For a list of growers and free U. S. Potato Map Write:

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EDITORIAL

John W. Hough

A State Budget Versus Agriculture

Montana's agribusinessmen woke up last spring to find the dairy, poultry, and horticulture departments of the Montana State College gone the way of Benson's agriculture program. The departments were victims of the state's 37th biennial assembly which sliced $900,000 from the university system budget. Agriculture absorbed most of the trimming.

Funds for the Montana Cooperative Extension Service were cut 51 percent from the previous biennium and allocations for the agricultural experiment station were chopped 35 percent. Result: Thirty researchers have been dropped from the experiment station staff, including members in administration, agricultural economics, agricultural engineering, agronomy, animal industry, bacteriology, botany, cereal quality, laboratory, chemistry, dairy industry, entomology, home economics, horticulture, information, poultry, range management, statistics, soils, and veterinary research.

The departments at MSC were discontinued on the grounds that none of the industries involved were of great significance to the state's economy; that intensive research in those fields should be left to schools in areas where they are important.

What prompted the cutbacks? Like most states in the soaring sixties, Montana has money problems. Its citizens have become increasingly reluctant to accept a heavier tax load. The administration was driving to balance the budget without raising taxes.

Montana sources believe one of the reasons agriculture lost the battle of the budget was a lack of public knowledge and understanding regarding the university, the college of agriculture, and their services. Much of the information used by the governor and others was erroneous. But the taxpayers didn't know the difference.

Thus far, John Q. Public has shown no signs of remorse. He has not yet felt any impact from the service cuts. But even if misgivings should prick his conscience, the state is $4 million dollars in the red instead of the anticipated $6 million. Some sources expect projected revenues to wipe out the remaining deficit by the next legislative meeting and hopefully believe the cuts will be restored in 1963. In addition, most counties assumed more of the cost of the extension service and retained their county agents.

Many other state legislations are casting a leary eye at state agricultural colleges and their small student loads. Will the Montana story be repeated in other states? If so, chalk up another failure for agriculture's public relations; that is, if any ever existed at all. As agriculture continues its dash toward big business, its public relations must keep pace.

We cannot afford to falter, as has big business on so many occasions and fall by the wayside of public opinion — and public action. Derry Eynon.

"Stilbosol gives us an extra ½ lb. daily gain"

"That's for both steers and heifers, too. I know that sounds high, but that's what I estimated they did last year," reports Jack Dunlap, Professional Farm Manager, Williamsport, Ohio.

"I quit feeding Stilbosol for a spell last year. Went back to it, though. Why? Because I'm in this business to make money and Stilbosol helps me make it.

"I own nine farms and manage another twenty-two. About 12,000 acres in all. We've got 800 cows and feed out 1,200 to 1,500 head of cattle a year. We also raise 10,000 hogs a year. We sell cattle every month. We've got to. And my steers never did better than this winter (1961)."

Jack Dunlap is a man who speaks with authority. He is a thirty-two-year veteran in the cattle feeding business and is past president of the Ohio Farm Managers' Association. He is also a member of the American Farm Managers' Association and a graduate of Ohio State University.

"You've got to keep abreast of things in this business. And that includes fertilizing for a good corn crop, good breeding practices, practical farm management; and you've got to take advantage of developments like Stilbosol. I'll tell you one thing. I know Stilbosol makes me money," Jack concluded.

After seven years, Stilbosol continues to give feeders an extra 15% gain on 10% less feed.

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(diethylstilbestrol premix)

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Makers of **HYGROMIX®** (*S. hygroscopicus* fermentation products)

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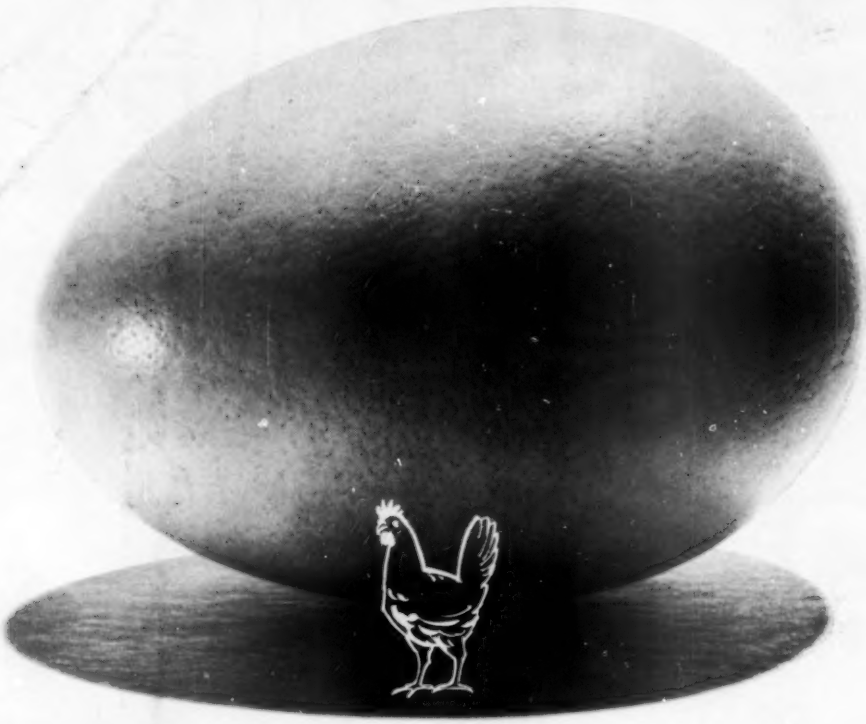

3-NITRO® *in the laying mash*

helps you get more eggs– economically

• *INCREASED EGG PRODUCTION* • *IMPROVED FEED EFFICIENCY*
• *BETTER LIVABILITY*

Dr. Salsbury's 3-Nitro is being fed to more laying flocks all the time, because successful poultrymen have found that they make more profit with 3-Nitro. They've found that 3-Nitro boosts egg production per hen, increases feed efficiency, and reduces flock depletion. And they get all these benefits at a cost of about 2 or 3 cents a bird per year. Records indicate that 3-Nitro-fed birds need a quarter of a pound less feed per dozen eggs. There is less flock depletion with 3-Nitro in the ration. A 3-Nitro-fed hen may lay up to a dozen extra eggs in a single year—and only one of those eggs will more than pay for the 3-Nitro. The rest of the extra eggs are just that much added profit.

Remember, it takes healthy hens to get the most good out of their feed, especially during the fall and winter laying season. So, recommend that growers have 3-Nitro mixed in the Mash—3-Nitro, another of Dr. Salsbury's fine additives that boost profits by improving flock health and performance.

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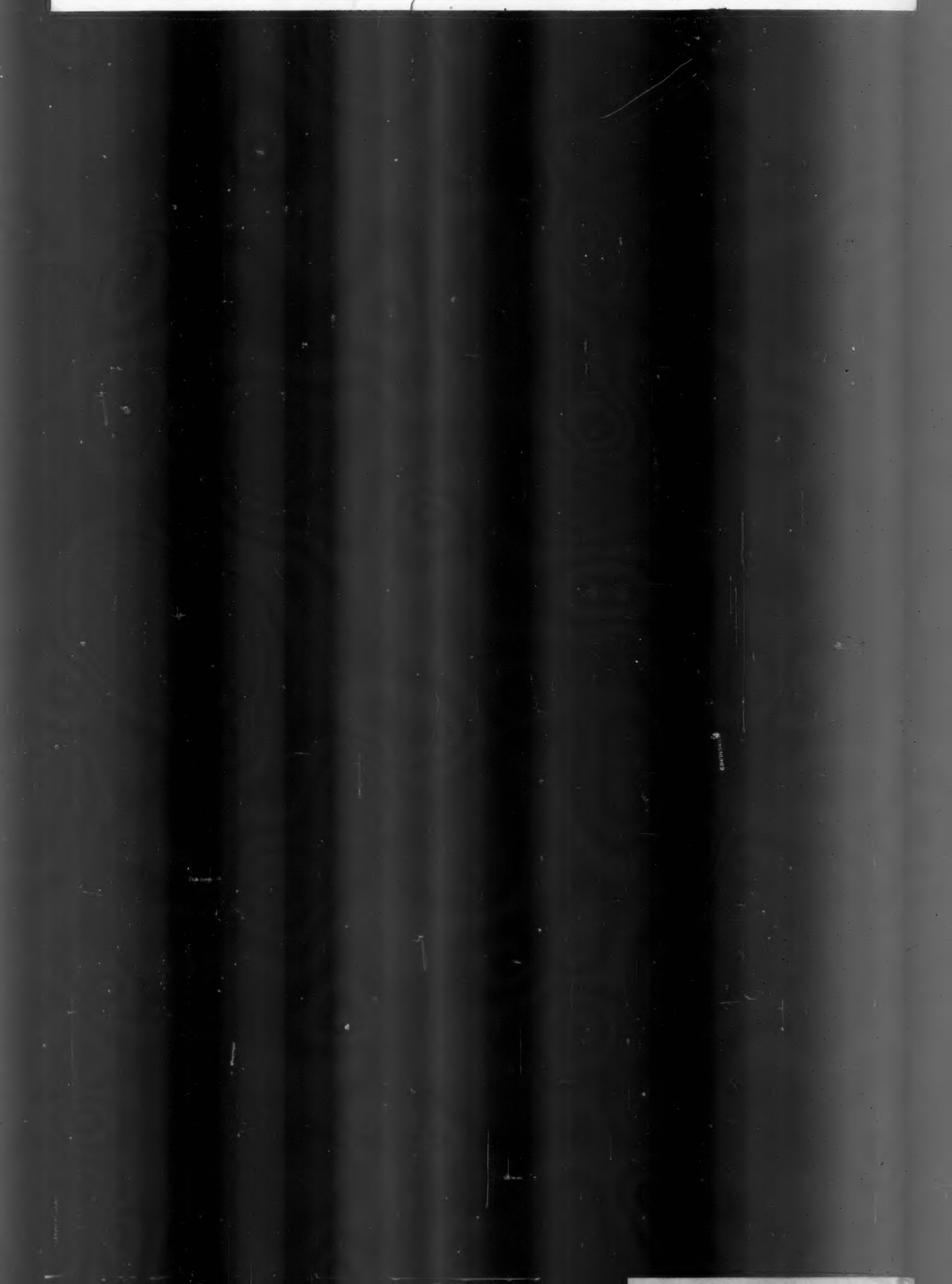
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